How DevOps Tools Can Help Publishers Thrive
Integrate Superior Content Delivery, Security, and Performance into Your Processes

The publishing industry is facing some of its biggest challenges. It has been under siege for years now, and this seems unlikely to change. Whether it’s competition from nontraditional players (Google, Facebook, etc.); the large-scale failure of alternate business models like microtransactions, native advertising, and services like Patreon; or the increasing pressures on digital advertising revenues, the future looks bleak. However, news organizations at least are more confident than they have been in years as their revenue diversification efforts begin to pay off.¹

Publishers also face technical challenges:

- **Content appropriation.** Publishers live or die based on their unique content. Bots that scrape this content for republication remove eyeballs from sites.

- **Credential abuse and hacking.** For those publishers operating true subscription services, theft or hacking of customer accounts is a major issue and can lead to more content appropriation and revenue loss. And major, recognizable brands can suffer hacked content or DDoS attacks.

- **Lack of agility.** Credible publishers need to maintain journalistic standards, which takes longer than simply uploading an onlooker’s smartphone video. And some publishers’ IT infrastructure still hampers rapid online publication.

Akamai provides industry-leading security, performance, and delivery expertise that allows firms to respond to the changing market, fight against credential abuse and content scraping, and prevent downtime from deployment updates or hack attacks. Akamai also helps publishers embrace continuous deployment to compete with new cloud-native competitors. Publishers can do this without adding significant overhead to development or operations budgets by adopting DevOps tools with Agile practices.

Why Is DevOps Important?

DevOps resulted from a perceived need for firms’ developers and operations teams to collaborate and communicate more. Combined with cloud-based services and applications, shrewd spending on DevOps tools and processes helps firms innovate, increase agility, monitor in real time, and tackle industry disruption.

“While the term DevOps is often associated with leading-edge projects, mastering DevOps isn’t only about innovating on the cool technologies more quickly; it’s about building the capability to continuously deliver a set of experiences that customers value, which drive business results.”

— Forrester Research²
Finance and commerce sectors have led adoption, but the media industry is catching up fast. According to Forrester, the proportion of full-time media developers using DevOps with Agile increased by 56% in 2019, while the proportion of infrastructure decision makers implementing/upgrading DevOps increased by one third – faster than any other vertical.³

Akamai fully supports publishers as they embrace DevOps tools, whether it’s “infrastructure as code” tools like Terraform or GitOps, feeding mPulse or DataStream into monitoring tools like Datadog, providing robust test environments (Akamai Sandbox), or offering 10+ CLI packages to allow integration with myriad DevOps tools.

For more information about how DevOps can help the media industry, visit: www.Akamai.com/DevOps.com

SOURCES

1) “Almost three-quarters of our respondents (73%) say they feel confident or very confident about their company’s prospects in 2020. It’s a surprisingly upbeat assessment given continuing editorial and commercial uncertainty but reflects optimism amongst many publishers that reader revenue and diversification strategies are starting to pay off.” Journalism, Media, and Technology Trends and Predictions 2020, Reuters Institute for the Study of Journalism, January 2020 (https://reutersinstitute.politics.ox.ac.uk/journalism-media-and-technology-trends-and-predictions-2020)
2) Digital Transformation Requires Development Transformation, Forrester Research, December 13, 2019
3) "Media, entertainment, and leisure will match retail and financial DevOps adoption,” Predictions 2020: DevOps, Forrester Research, November 4, 2019

Akamai secures and delivers digital experiences for the world’s largest companies. Akamai’s intelligent edge platform surrounds everything, from the enterprise to the cloud, so customers and their businesses can be fast, smart, and secure. Top brands globally rely on Akamai to help them realize competitive advantage through agile solutions that extend the power of their multi-cloud architectures. Akamai keeps decisions, apps, and experiences closer to users than anyone – and attacks and threats far away. Akamai’s portfolio of edge security, web and mobile performance, enterprise access, and video delivery solutions is supported by unmatched customer service, analytics, and 24/7/365 monitoring. To learn why the world’s top brands trust Akamai, visit akamai.com, blogs.akamai.com, or @Akamai on Twitter. You can find our global contact information at akamai.com/locations. Published 4/20.