

The SIIA Content Division serves media, publishing and information companies by helping them successfully navigate the dramatic changes in content creation, business models and technology impacting the content industry. Our member companies create, publish and deliver content across all online, mobile and digital platforms; produce content-focused software applications and tools; develop enabling technologies; and offer services focused on the content industry.

Guiding Principles

As a membership organization, our primary function is to serve our members. Steered by SIIA member executives elected to the Content Division Board of Directors, all activities and member programming for the division are developed with the following guiding principles in mind:

- **Bridging Content & Technology** - With technology changing (on what seems like a daily basis) impacting business, distribution and monetization models-technology is an especially dynamic and critical area for our membership. Through SIIA Content Division programming, our members understand and leverage emerging technologies and platforms.
- **Enabling Business Development** - Content Division members include the entire eco-system of companies within our industry. This spectrum of companies creates an environment that fosters networking and ultimately the partnerships that drive business. In no other environment do companies find such a range of potential partners.
- **Enabling Capital Formation** - The SIIA Content Division enables our members the opportunity to tap sources of growth capital and sources of potential investment or acquisition.
- **Maximizing Business Models & Monetization** - We help our members keep abreast of the latest business models and innovative ways to generate revenue.
- **Translating the Impact of Government Regulations** -SIIA membership provides access to the talent of the SIIA Policy team and member-only policy briefings, helping organizations understand the impact of proposed regulations, thus helping their businesses be proactive.

[Meet the Team](#)

[Content Division Board](#)

[Member Companies](#)

