

Contentful Introduces Mobile Content Development Tools that Change the Way Content is managed.

API-first Content Management - New iOS and Android SDKs - Simplify Mobile Content Management

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Contentful, the API-driven content management platform, is releasing software development kits (SDKs) for both Android and iOS today to make managing mobile content simpler and faster. Developers can plug Contentful into their mobile app within a few hours and their editors can start publishing content into the app. Contentful's modular approach to content completely separates content from the presentation layer, content is managed just once and updated across any platform or device.

"We see a lot of demand for managing content across mobile platforms. Existing CMS platforms have overlooked mobile and its ecosystem, relying on weak extensions to address the fragmentation of the mobile eco-system," explained Sascha Konietzke, CEO and cofounder of Contentful. "Our new iOS and Android SDKs easily integrate Contentful with mobile apps, eliminating the need for developers to manage content in the backend."

Existing CMS were not created with APIs and mobile content, and how content would be distributed and communicates in the context of mobile. Companies often have to build their own custom backends for managing mobile content, or rely on workarounds where developers are copy/pasting content supplied by editors directly into the app. This is a slow and expensive way to manage content.

Contentful addresses this by giving developers the API-powered tools they need to set up a proper infrastructure and an editor interface through which they can update content once and instantly see it go live across all platforms. With the new [iOS](#) and [Android](#) SDKs out, developers can start loading content into their mobile apps that is published by editors within just a few hours.

Mobile web usage now accounts for 25% of total web usage, compared to 14% just last year. Measured in terms of time spent on digital media, mobile now accounts for more than 50% in the US. Out of the time you spend consuming content on our mobile devices, a staggering 86% is spent in apps, not in a mobile browser. As a result, to capture mobile visitors, companies are forced to look for better ways to create, publish and manage mobile content.

About Contentful

Contentful delivers on the promise of create content once and publish everywhere. Contentful is a flexible and future-friendly content management platform that lets you publish content across platforms. Editors manage content in a simple in an easy-to-use editing interface, while developers deliver their content using the programming language and development framework and templates of their choice. Contentful clients include Asics, Teehan+Lax, Nike, Viacom, Axel Springer among major international brands.



RELEVANT LINKS

Andoid SDK

<https://github.com/contentful/contentful>
<https://github.com/contentful/contentful.java>

iOS SDK's

<https://github.com/contentful?query=objc>
<https://github.com/contentful?query=objc>

Android Blog Post

<https://www.contentful.com/blog/2014/09/03/content-delivery-sdk-java-android/>

iOS Blog Post

<https://www.contentful.com/blog/2014/09/03/content-management-api-sdk-ios/>

Apps Solidify Leadership Six Years into the Mobile Revolu...

<http://www.flurry.com/bid/109749/Apps-Solidify-Leadership-Six-Years-into-the-Mobile-Revolution#.VAQ-JWQWz7S>

State of Mobile 2014 - Heidi Cohen

<http://heidicohen.com/state-of-mobile-2014/>

KPCB Internet Trends

<http://www.kpcb.com/internet-trends>

Create Once Publish Everywhere

<http://www.programmableweb.com/news/cope-create-once-publish-everywhere/2009/10/13>

QUOTES

"Seeing developers copy-paste text-strings from an ocean of spreadsheets into five different code-bases is a depressing sight in and of itself. A dedicated backend service for publishing your content is one of the quickest ways to lower mobile development budgets while increasing overall team satisfaction."

— Sascha Konietzke, CEO and co-founder, Contentful

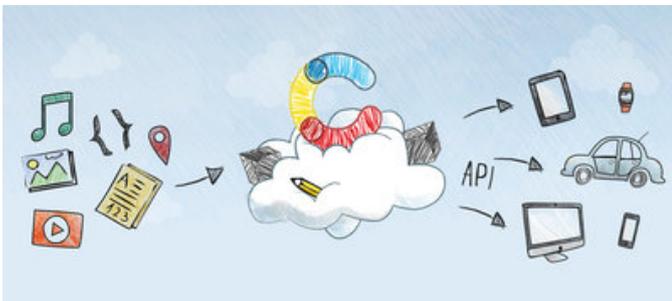
"Contentful has saved us weeks of development by supplying an easy but powerful CMS. Now I don't have to worry about managing and integrating content. It's a developer's dream."

— Daniel Potts, CTO at Dactyl Studios

"We can now build apps at least 2-3 times faster than before! All the while avoiding technical debt & allowing our client to directly manage and update the content."

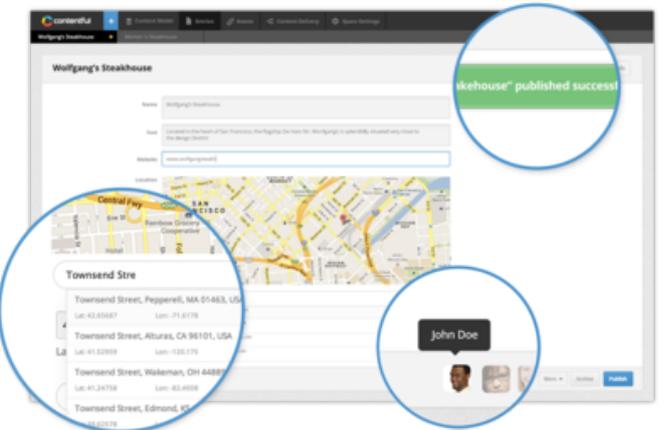
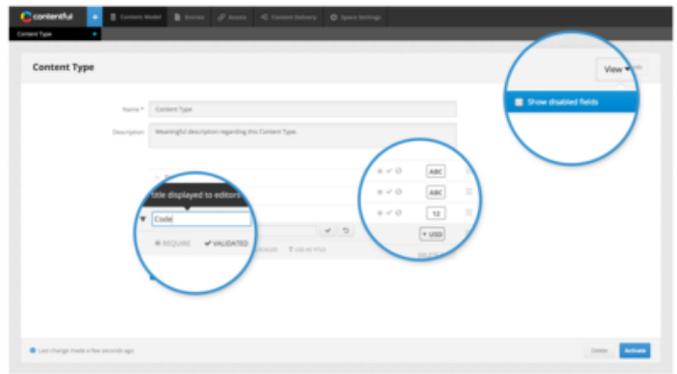
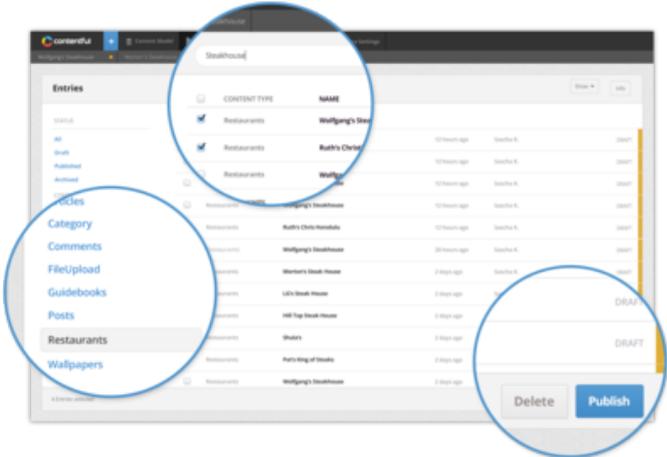
— Gueorgui Tcherednitchenko, CTO of AQ

IMAGES



contentful
future. friendly. content.





SPOKESPEOPLE



Sascha Konietzke

Co-Founder / CEO

Twitter icon s2o

ABOUT CONTENTFUL

Contentful is an API-first content management platform in the cloud that lets users distribute content once to multiple outputs simultaneously -- from very small mobile screens to large format, 70 inch multi-touch displays.

Berlin-based Contentful was founded in 2011 by Sascha Konietzke and Paolo Negri. Developers, digital agencies and global enterprises use Contentful for its flexibility, scalability and modern content collaboration. Contentful's customers include innovative brands like Nike, global media companies like Viacom and Playboy, and creative agencies like Teehan+Lax and AQ.



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