

The logo for BusinessWeek, featuring the word "BusinessWeek" in a white serif font on a red rectangular background.

www.businessweek.com

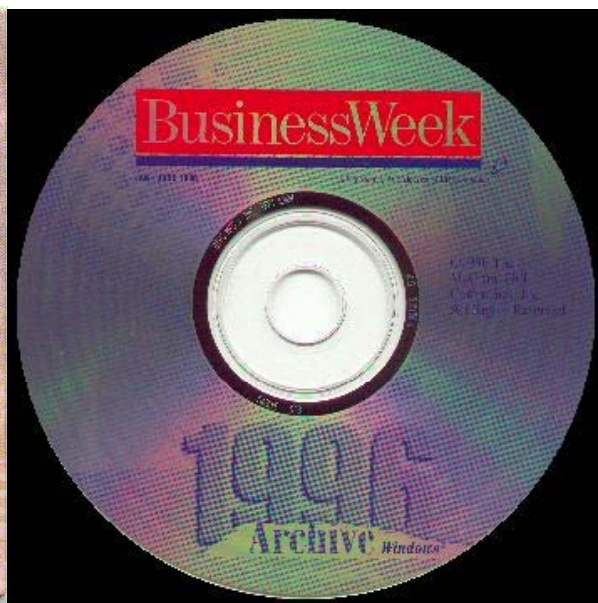
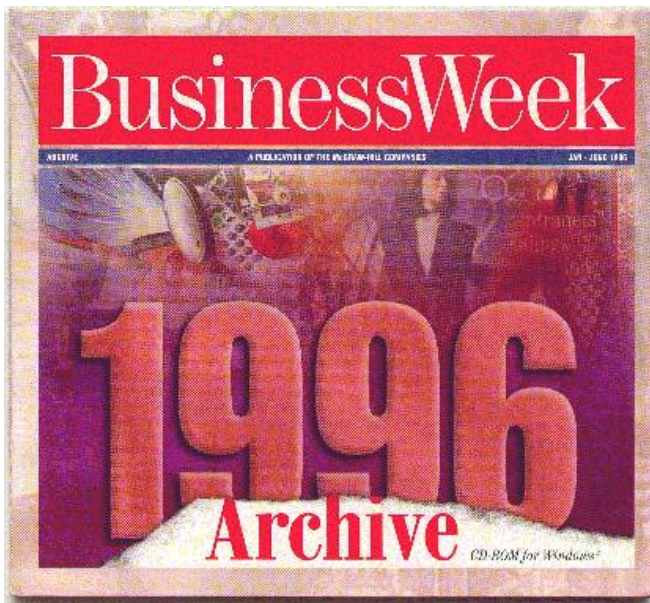
The world's most widely read business magazine, BusinessWeek is a vital resource for nearly 5.6 million readers worldwide that require insightful coverage and commentary to stay ahead of their competition. For 75 years, BusinessWeek has taken readers inside critical business issues to give professionals the insight, information, and inspiration they need to make smarter decisions about business, finance, and their lives and careers.

Challenge

In 1996, BusinessWeek Magazine wanted to distribute back issues of its magazine to consumers in a searchable format on CDROM. They had commissioned a team of professional artists to create a software interface that could be used to present the magazine data. The interface was developed using Macromedia's Director. The challenge was to develop the search engine that would run under the software interface. Since Director did not provide any database functionality at the time, the search engine had to be written from scratch, and accessible from Director's programming language, called Lingo. The final product was to be delivered on CDROM for installation onto both Microsoft and Macintosh operating systems.

Solution

BusinessWeek provided all data in the form of raw text files. Using Microsoft's Visual Basic programming language, a complete set of concordance tables was built from the static data. These tables contained a list of every single word that appeared in every article, and the exact position of each occurrence of every word. A search engine was then written using Macromedia's Lingo programming language to search through the concordance tables using binary search logic. This allowed users to search for single words and/or exact phrases using common Boolean search operators. Users could then click on the results to navigate directly to the articles containing the search words or phrases.



Benefits

BusinessWeek was able to distribute back issues of its magazine to consumers on CDROM, before the age of ubiquitous Internet access. Customers were able to install the back issues onto their personal computers and search through them using a fast, thorough search engine that executed behind an easy-to-use and artistically impressive interface.