



Media & Entertainment Solution for Broadcasting

Protect traditional revenue while enabling multi-channel online brand experiences

The explosion of new online content and the increasing migration of audiences to digital channels greatly impacts broadcasters at all levels of the industry. This upsurge of online options has fragmented traditional broadcast audiences, weakened brand loyalties and made advertising dollars harder to come by.

Networks, public broadcasters, cable channels, station groups and affiliates need innovative ways to leverage their unique content, their loyal audiences and extensive domain experience to extend and win their audiences online.

They must focus on delivering unique and innovative Web experiences that will help them expand their reach and prepare for an increasingly multi-channel future. At the same time, they need to integrate new online systems with their existing broadcast infrastructure. To remain competitive, now and in the future, broadcasters must consider the following key challenges,

KEY CHALLENGES

- An explosion of new digital formats, distribution channels, online competitors and mobile devices
- Audience loyalty shifts from traditional providers to content brands and personalities
- Leveraging increased online social interaction
- Finding new ways to leverage local, national and global brands — including “hyper-local” and personalized content

- Synchronizing online content with broadcast programing systems
- Managing rights and restrictions associated with broadcast content

KEY COREMEDIA BENEFITS

The CoreMedia Media and Entertainment Solution provides broadcasters with a flexible, online publishing solution to extend their brand online and manage content for multiple brands, devices and Web properties from a single content management hub. Benefits include:

- **Monetize Online Audiences** – gain a better understanding of audiences and increase revenue through delivering innovative, relevant and engaging experiences
- **Extend Brand Ecosystem** – leverage brand loyalty to sell new products and services.
- **Manage Multiple Brands Online** – centrally-managed content hub allows broadcasters to optimize content reuse across multiple Web channels
- **Reach New Audiences with Social Media** – build massively scalable social communities for engaging social interactions
- **Synchronize Cross-Channel Publishing** – ensure fastest time-to-Web for breaking news and tight synchronization with 24/7 broadcast schedules
- **Get Online Faster** – leverage the quick-start capabilities of the CoreMedia Blueprint with pre-configured publishing templates and industry-specific functionality



The CoreMedia Media & Entertainment Solution: Publishing | Broadcasting | Media Portal Providers

CoreMedia draws together all the key components needed to deliver an innovative, end-to-end solution for media companies. The solution provides a range of flexible deployment options — including an On-Premise solution and flexible Software as a Service (SaaS) offerings from two established global partners — to support media companies of all sizes.

The CoreMedia Media & Entertainment Solution focuses on delivering the following nine key requirements that broadcasters demand:

- 1 **Robustness and Scalability** – CoreMedia powers some of world’s largest and most advanced media properties including Bild with over 2.4 billion page views per month and Deutsche Telekom’s T-Online portal with over 4.6 billion page views per month.
- 2 **Multi-touchpoint Delivery** – CoreMedia’s advanced publishing engine serves as a central delivery hub and data aggregator, processing content based on the audience’s context and delivering it to any touchpoint (including mobile devices, social networks and content portals).
- 3 **Multi-site Management** – CoreMedia’s object-based architecture efficiently manages multiple media properties and enables effective content optimization and reuse.
- 4 **Seamless Integration** – CoreMedia empowers editors to create, preview and deploy highly customized experiences for any audience segment.
- 5 **Contextual Experiences** – CoreMedia empowers editors to create, preview and deploy highly customized experiences for any audience segment.
- 6 **Massively Scalable Social Communities** – CoreMedia 6 provides one of the most scalable social software capabilities on the market to ensure optimal site performance as any online community grows.
- 7 **Flexible Deployment Options** – CoreMedia offers a range of flexible deployment options — On Premise, Cloud or Hybrid — to speed time to market, scale to meet unexpected traffic surges and protect Web properties from attack.
- 8 **Rapid Development and Deployment** – CoreMedia Blueprint comes with pre-configured templates and advanced features to reduce the cost and complexity of online projects.
- 9 **Proven Media and Entertainment Expertise** – CoreMedia has executed hundreds of real-life projects with some of the world’s largest media companies.

“Partnering with CoreMedia allows us to offer our media clients an easy to use, reliable and affordable SaaS-publishing platform. CoreMedia enables us to provide a highly integrated, modular product to drive a media company’s digital growth.”

Elmer Baldwin
President and
Chief Executive Officer
Internet Broadcasting

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