



Media & Entertainment Solution for Media Portal Providers

Enabling scalable, context-enabled next generation media portals

As audiences increasingly go online, the pace of content consumption has exploded as up-to-the-minute content has become available immediately from Web portals, blogs and social media services such as Twitter and Facebook.

In the face of this growing competition from content aggregators and social networks, major online media portals — including those managed by telcos and new online-only brands — are struggling to establish their brand, grow their online revenues, monetize audiences across multiple channels and enhance their customer service.

In such a competitive market, it's essential that large-scale online portal providers succeed in optimizing their content creation, aggregation and publishing costs — while still delivering the kind of unique and innovative online experiences that will attract and retain their audiences. Focusing their content activities around a single, flexible and highly configurable media management hub is critical for portal providers to meet the following challenges.

KEY CHALLENGES

- An explosion of new digital formats, channels and devices
- Attracting and retaining audiences with new online brands
- Managing large online audiences

- Publishing time-sensitive content online faster
- Improving the utilization of existing technical and editorial resources
- Ensuring brand consistency and quality across multiple Web properties
- Reducing portal content creation and delivery costs

KEY COREMEDIA BENEFITS

The CoreMedia Media and Entertainment Solution helps media portal providers to innovate and optimize their online-only operations with new social, mobile and contextual offerings that drive competitive differentiation. They benefit by:

- **Monetizing Online Audiences** – increase revenue through delivering innovative, relevant and engaging experiences
- **Industry-Leading Scalability** – proven success in managing and delivering Web portals that support billions of page views each month
- **Management of Parallel Portals** – enabling portal operators to run multiple online portal properties from a centralized portal delivery hub
- **Diverse Portal Content** – from Video on Demand, interactive programming, program guides and games to more traditional audio, video and text



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 media portal providers 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.

“It’s very exciting for us to be able to use a tool which will give us so much flexibility in the way we tell stories. While we are only feeling our way at the moment, CoreMedia has already made a huge difference to the look of our site and we expect it will help take ABC News Online to a whole new level.”

Stuart Watt
National Editor
ABC News Online

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