



Media & Entertainment Solution for Publishing

Increase online revenues and optimize online publishing operations

For publishers — particularly newspapers and magazines — the accelerated migration to digital formats, mobile devices and online distribution presents them with significant challenges. Dwindling print circulations and reduced subscription revenues have increased reliance on online success. However, establishing successful online business models has proven to be difficult.

Online audiences with many more choices than ever before have also demonstrated a reluctance to pay for certain kinds of content, while channel fragmentation has led to a dramatic fall in traditional readers — long considered to be publishers' primary monetizable asset.

Burdened with soaring newsprint prices and their legacy infrastructure, traditional publishers are facing an additional challenge. New online content providers have emerged, stealing viewers and commanding loyalty. These new competitors have few, if any, legacy constraints to slow them down.

The following are the key challenges publishers face:

KEY CHALLENGES

- Building profitable companies with a loyal and engaged online audience
- Keeping pace with innovation in the unfamiliar world of online publishing
- Competition from new online content providers and adjacent industries
- Balancing increased online investment with existing legacy costs
- Growing demand for more specialized and targeted online experiences

- Rapidly responding to today's multi-touchpoint, multi-channel and multi-device audiences
- Maximizing the value of archival and long tail content

KEY COREMEDIA BENEFITS

To succeed online, today's newspaper and magazine publishers need to transition quickly and painlessly and ensure that their online business models are profitable, innovative and cost effective.

The CoreMedia Media and Entertainment Solution helps publishers transition with confidence to successful online business models while simultaneously cutting costs and optimizing their operations with the following benefits:

- **Monetize Online Audiences** – increase revenue through delivering innovative, relevant and engaging experiences
- **Increase Content Value** – through more efficient syndication and repurposing of contextual content across multiple channels
- **Cost Reduction** – through multi-site publishing and consolidation from a centrally-managed content hub
- **Publishing Optimization** – increase page views and leverage long tail via content targeting, automated page topic creation and contextual widgets
- **24/7 Content Delivery** – with time-based content management and scheduled publishing
- **Get News To Market More Quickly** – leverage the quick-start capabilities of the CoreMedia Website 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 publishers 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.

“With the implementation of CoreMedia CMS and the expansion of our personalization platform we have found ourselves a flexible and future-oriented system. CoreMedia CMS provides our fast growing user base with the latest content and consistently increases the efficiency of our production processes.”

Dr. Georg Pagenstedt
former board member
Bild.de AG

“CoreMedia is an innovative and reliable partner of ours and has provided us with outstanding support in achieving our objectives.”

Ian Fernandes
Director
Nation Media Group
Digital Division

For more information, please visit our website: www.coremedia.com

Email: info@coremedia.com or contact us by telephone:

Germany, Switzerland, Austria: +49 .40.32 55 87 .0 | Europe, Middle East, Africa: +44 .207 .849 .3317

Asia Pacific: +65 .6562 .8866 | The Americas: +1 .415 .371 .0400

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