

LIN Media Expands Online Offerings Using the EndPlay Web Content Management System

EndPlay speeds website development, integrates new rich content, enables flexibility, and facilitates delivery to mobile devices.

CHALLENGE:

LIN Media wanted to provide its audience with a richer and more interactive experience on its television station and niche websites, as well as facilitate the delivery of its unique content to multiple viewing platforms, including mobile devices.

SOLUTION:

LIN Media became an EndPlay customer in 2009. The EndPlay WCM platform not only controls the content flow for its websites, it also is linked into the multimedia company's mobile and SMS platform.

BENEFITS:

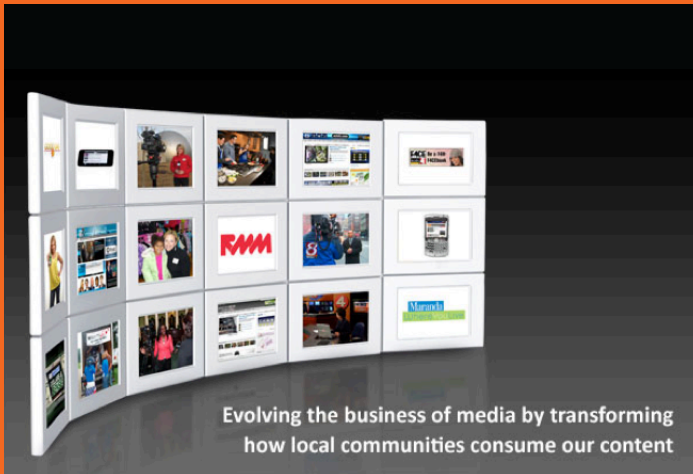
- Enables LIN Media to present more rich, interactive content to viewers
- Provides the flexibility to customize its websites' look and functionality instantaneously
- Seamlessly expands the distribution of content to multiple platforms including mobile

The Company

LIN Media, along with its subsidiaries, is a local multimedia company that owns, operates, or services 32 network-affiliated broadcast television stations, interactive television station and niche websites, and mobile platforms in 17 U.S. markets. LIN Media's online advertising business, RMM, leverages unique technology, new product innovation and customized interactive and mobile advertising solutions to deliver measurable results to local, regional and national clients. The company's vision is to be the multimedia company of choice for all local consumers and advertisers by delivering unique, innovative, and relevant content on multiple platforms.

Opportunity

LIN Media continues to innovate and implement a variety of new solutions to provide its audience with a richer and more interactive experience. As Robb Richter, Senior Vice President Digital, LIN Media, explains, "We are all about content — serving our communities and helping people understand what's happening first locally, and then nationally and internationally. Our business model continues to drive revenue and growth. Our advertisers are attracted to us because we have the strongest ratings, both on TV and online, and now across the wide variety of



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Case Study

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mobile devices. By delivering richer content to more platforms, we can help them get their messages out to a broader audience as well.”

LIN Media has embraced a multimedia strategy across its entire organization. The company has already instituted multimedia training for all employees, enhanced its sales tool box and implemented innovative ways to reach its clients. A major focus to the company’s multimedia strategy is to develop new ways to deliver rich, interactive content to improve the user experience and increase audience engagement.

With recent advances in broadcasting technology, LIN Media can produce more content with faster delivery. “Today, it takes fewer people to get the job done,” notes Richter. “Before we even get back to the station, our field reporters are sending the content back to our editors and our producers to get it onto our website, our mobile platforms, and onto our television stations.”

The Results

LIN Media highly values the ability to customize its websites using the EndPlay platform. “EndPlay enables us to really control our destiny online,” Richter explained. “We moved from a very ‘templated’, rule-based backend, to a WCM publishing platform that is infinitely powerful and flexible. The EndPlay platform allows us to have control over what our external product looks like, enabling us to have control over both the backend and especially the front end of what our users see.”

“News travels fast, and a content management platform must be able to keep up,” notes Richter. “The EndPlay WCM platform gives our internal site owners the ability to change the look or functionality of the site in real time. If there is a breaking news story or a special event we want to cover, we can respond instantly with changes to our content and presentation.”

Future Plans

LIN Media’s goal is to be the market-leading local multimedia company and consumers’ and advertisers’ preferred choice for unique, innovative and relevant content on all platforms. The company also has plans to expand its brand on a national basis. Richter explains the strategy: “We’re going to expand by winning locally first. With EndPlay, we now have the ability to easily grow and add new platforms — ultimately capturing more market share from our competitors.”

LIN Media and EndPlay now work as true partners in content distribution to multiple platforms. “The EndPlay WCM publishing platform will be the core of how we’re going to distribute content into the future,” concludes Richter. “We are working with the EndPlay team very closely, both on the presentation layer and the backend. EndPlay is a company that’s interested in getting our feedback and building the best product. To us that’s the most important thing — we win with both our internal users and our external audience.

EndPlay 

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