



white paper

The EndPlay Platform

Turning Content into Profit

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Introduction:

The website is passé and in danger of becoming extinct. What used to be a primary source of information and a user destination has now become a place where users — if they visit at all — grab the information they need and quickly return to their social, video-rich, customized, on-demand digital life.

It doesn't have to be that way. Advances in Web content management (WCM) are enabling organizations to finally fulfill their marketing and revenue-generating potential. Through audience growth and engagements that result in increased monetization, companies are now realizing that the right blend of rich content and commerce is possible.

Let's examine content first. You want to deliver your content and convey a powerful message to your audience, such as breaking news or information about your company, products or brand. That content must now be compelling and combine the latest in optimized text, video, audio and graphic content — with social, aggregated and integrated media.

Now consider commerce. Making money means something different to every organization. To some companies, it centers on marketing a product or service. But to others, it could mean increased advertising revenue through audience growth, new types of sponsored or syndicated content, more partner integrations or reaching a new audience that was previously inaccessible.

The website's decline in usefulness is largely due to the fact that it hasn't kept pace with its users. An audience now wants to participate in an online world that is social, personalized, media-rich and immediate. They want access to that content from their smartphones, Blackberries, laptops and tablets. And they expect that same rich experience from any site they visit — corporate, commerce or media. If it's not there, they will leave and not bother to return.

Fortunately, the website is now poised for a comeback. With the technology and expertise explored in these pages, companies will finally be able to develop engaging, timely and compelling content that leads to greater user engagement, increased conversions and incremental revenue. With these improved sites, users will visit more frequently, stay longer, explore more deeply and invite their friends to do the same.

This white paper will show you how to transform your existing corporate or media site from a 'me-too' commodity — into an irreplaceable vehicle for customer engagement and revenue generation.

Read on ... and see how the website is finally coming of age.

Barriers to Delivering Compelling Content

Today's Web content management solutions don't enable organizations to effectively deliver their content or drive their digital strategy. Existing tools are inefficient, inflexible and unable to leverage the many forms of rich content needed to fuel incremental revenue for the organization.

Challenges with today's Web content management tools include:

- Complexity of Distribution. Imagine publishing content using a system that was designed before Facebook rivaled Google, when mobile traffic was an afterthought and Apple sold iPods not iPads. That's the position most companies are in today. Their systems are not equipped to

distribute content seamlessly to multiple platforms, to syndicate or push and accept social media. To reach these key distribution points, today is a cut-and-paste, labor-wasting hassle — a costly development-dependent drain that takes months or is simply impossible.

- **Complexity of Production.** Managing content requires the ability to connect to legacy systems, integrate with key partners, solicit and inject social contributors and leverage existing digital assets. This process typically involves dozens of resources across multiple departments every day. And these content creators are regularly restricted by their location, bandwidth, network access, time of day or computing device.
- **Inflexibility.** Today's WCM tools are completely inflexible. Changes to a website are time-consuming and expensive. Special events — like an anniversary, election or holiday — present welcome opportunities to engage and monetize an audience. The ability to recreate a home page, launch a micro-site, deploy a new look and feel or add a third-party tool that would lure advertisers and users is lost, because it would take weeks or months to execute.

Challenges to Monetizing a Website

Monetization can mean many things to a media company or enterprise, including productization of a company's brand, increasing traffic to its website, enabling e-commerce or marketing the company's offline properties. Or it may just mean finding a less expensive way to leverage new and existing content.

Current barriers to content monetization include:

- **Limited Ad Serving Options.** Company and media sites are typically supported by traditional display advertising, which represents just one potential revenue stream. But to leverage that traditional advertising fully, these sites need the ability to offer advertisers a wider variety of supported ad sizes, targeting a variety of abilities and ad formats including interstitial webpages, video, synchronization and customization. Without these abilities, revenue is left on the table due to unsupported ad formats and sizes, lack of targeting abilities and painfully slow integration timelines.
- **One-Way Revenue Streams.** As successful as display advertising may be, digital properties need multiple monetization opportunities that go far beyond traditional ads. These opportunities can take the form of 'soft content' that could include sponsored content, syndicated content, affiliate marketing integrations, third-party integrations, promotional content, classifieds, mobile applications and contesting. Add to that a limited or non-existent e-commerce solution and there's another revenue opportunity that's missing from the arsenal.
- **Development Roadblocks.** Many potential revenue-generating projects are scrapped because IT responds with, "We can't do that", "It's not supported" or "We don't have time or resources to build it." Without the ability to cost-effectively and quickly change a site's appearance and functionality as often as Google changes its logo, these opportunities are lost. If only companies could easily integrate a third-party application or game, add a weather module that triggers a coupon for ice cream on a hot day or automatically post finish times for a marathon they are sponsoring — it would be a different world.
- **Loss of Focus.** One of the largest and most overlooked costs associated with today's solutions is the loss of focus on the company's core business, which for most doesn't involve managing an

enterprise-level WCM solution. The amount of time dedicated to implementing, running, maintaining, updating and testing a platform is time that should be dedicated to the core business.

There are numerous ways companies can increase traffic, generate promotions, build brand loyalty, drive user-generated content and encourage engagement. But unfortunately, today's Web content management tools are largely inadequate for reaching the enterprise's content delivery and monetization goals.

The EndPlay Vision

EndPlay takes a different approach to website development--starting with the customer and working backwards. This business-centric, user-centric approach has produced a new kind of WCM — and a next-generation Web solution.

The EndPlay software-as-a-service (SaaS) solution easily integrates, automates and syndicates audio, video and text content. It provides the ability to seamlessly connect clients with key partners. And it delivers the flexibility, scalability and reliability needed to differentiate a website in today's crowded marketplace.

The common fear of today's WCM clients is that they will purchase and install a system that under-delivers from the start and is obsolete within 12 months. EndPlay's plug-and-play approach guarantees that the customer's system will work not only with today's technology, but with the tools and technologies of the future.

All EndPlay client sites are hosted at the world-class, purpose-built SuperNAP hosting facility. The SuperNAP center provides state of the art infrastructure technology and a triple-redundant monitoring service, ensuring the highest level of availability for all EndPlay-hosted solutions.

Content Generation and Delivery with EndPlay

The EndPlay WCM platform takes the complexity out of distribution and production and finally provides the flexibility needed by today's enterprises and media companies.

Transforming Distribution

Today, the average Web team spends far too much time pushing content to multiple platforms. They need tools that will enable them to serve content to any screen, with one production workflow and without the assistance of their IT department.

Now, with EndPlay's Intelligent Rendering technology, enterprises and media companies can finally generate and deliver content to any device, whatever the media type. And because EndPlay is platform-agnostic, content owners — be they reporters, producers or product managers — can easily feed their content to any user device — desktop, smartphone or tablet — with a single workflow, from a single hub. EndPlay's advanced syndication capability enables a company's Web team to decide who, what, when and in what format its partners receive content.

The EndPlay WCM platform also enables tighter social integration by automatically distributing Web content to social destinations. With EndPlay, it's just another customizable distribution point built into the client's existing workflow.

Streamlining Production

Managing content with today's tools is far too time-consuming and complex. EndPlay streamlines WCM management by allowing a company's Web staff to function anywhere, anytime — regardless of network access, bandwidth limitations or computing device. The interoperability of the EndPlay WCM enables clients to easily leverage existing assets by connecting to the company's legacy systems used to manage video, weather data, graphics, images, live video, analytics and mobile sites. These assets are displayed via EndPlay's pre-built or configurable modules that accept feeds, images and data from these systems.

The EndPlay WCM platform provides customers the ability to integrate with a growing list of pre-approved partners who can deliver key content, tools and data — or with additional partners of the client's choosing. These plug-and-play options, third-party page types and APIs (application programming interfaces) provide media companies and enterprises with the ability to integrate whatever they want, and with whomever they choose.

Enabling Flexibility

With today's inflexible tools, changes to a website can take weeks or even months to execute. In addition to the platform's standard components, the EndPlay Software Developer Kit (SDK) and APIs provide customers with the ability to customize and add new features to their sites quickly and affordably.

EndPlay's customizable CSS (cascading style sheets) components enable the Web team to quickly change the look and feel of one page or the entire site. With EndPlay, it is now possible to develop and launch a micro-site with all of the functionality of the main site — complete with custom URLs, navigation, ad tags, e-commerce and video — in just a matter of days.

Greater Monetization with EndPlay

Monetizing a website starts with generating a wider audience for a company's unique offering. Doing that requires the ability to easily distribute that content where their audience congregates — including the company's website, mobile site, mobile apps, syndication partner sites, social media outlets or other online destinations.

The EndPlay WCM platform offers an automated and customizable distribution hub that feeds all device types with the appropriate format, from just one workflow. It empowers more people and multiple partners to contribute, but requires fewer people to operate. EndPlay enables efficient, affordable content production that scales easily.

Many EndPlay customers are already achieving impressive results from their new WCM solution. The following sections will explore some of those successes in greater detail.

EndPlay vs. Legacy Platform

This EndPlay client launched and grew traffic across all content categories, but especially in areas that delivered live and updated content from three key partners — thanks to EndPlay's simple integration via customizable header and footer modules, third-party hosted pages and HTML/i-frame modules.

The following figure illustrates the growth experienced immediately after transitioning to the EndPlay platform. This client switched to EndPlay in Aug. 2010 and saw immediate gains in audience and engagement within the first six months. The property registered year-over-year growth of 77%, 86% and 311% across three key performance indicators (KPIs).

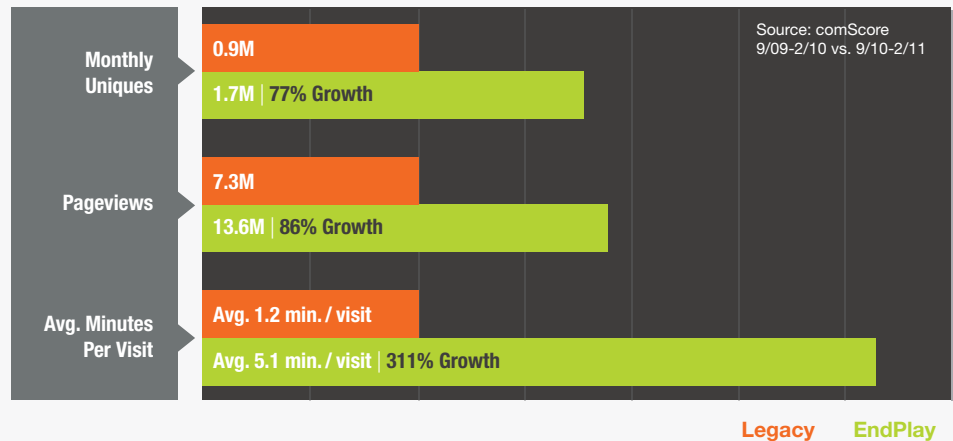


Figure 1. This client saw immediate gains in audience and engagement within the first six months, registering year-over-year growth of 77% to 311% across three KPIs.

This client also enjoyed a 36% lift in external referrals and a 51% increase in daily visitor frequency driven by this easily integrated content.

Long-Term Digital Revenue Growth

The following EndPlay client established long-term digital revenue growth by combining scalable optimized content production and the resulting audience lift with a wide variety of advertising solutions, units, positions and formats. The client has realized 111% growth in revenue since moving to the EndPlay platform.

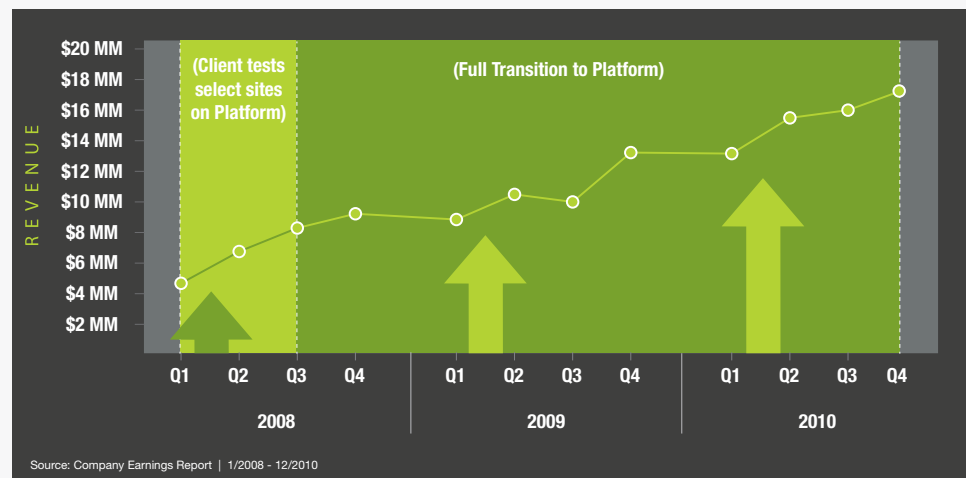


Figure 2. This client achieved a 111% increase in revenue since moving to the EndPlay WCM platform.

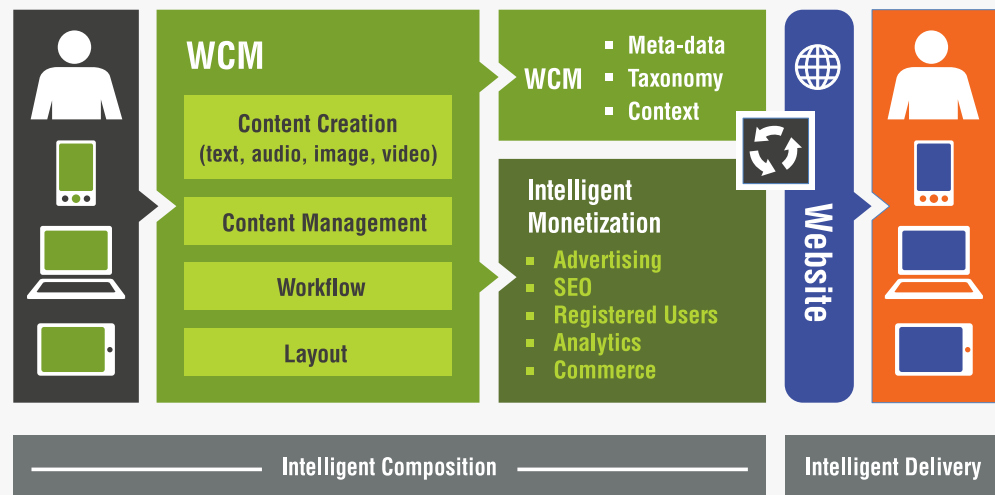
The EndPlay WCM platform's expanded monetization opportunities start with state-of-the-art ad targeting by module, page, section, site, day-part, keyword and other parameters, as well as synchronized and interactive ad units. And by complying with IAB (Interactive Advertising Bureau) standard formats, including VAST (Video Ad Serving Template) 2.0, EndPlay-powered websites can accept a wider variety of ad materials, win more business and leverage unsold video and display inventory including remnant.

EndPlay enables other revenue-generating opportunities in relation to 'soft content' or 'content marketing', which include revenue-sharing, affiliate marketing, multiple ad serving partners, directories, sponsored content and syndication. The EndPlay WCM platform is well equipped to accept, display and distribute content in these cases via its built-in and customizable components, modules and pages.

EndPlay's Intelligent Rendering

The end-to-end solution known as Intelligent Rendering starts with a workflow that originates from any device and concludes with the real-time delivery of content optimized for website, smart phone, tablet and beyond.

A major component of Intelligent Rendering is Intelligent Monetization, which streamlines the relationship between high-value content and maximized monetization. EndPlay accomplishes this through a combination of analytics, advertising modules and registration services, as well as by leveraging key ecosystem partnerships in areas such as contextual advertising, ad serving, analytics and search.



WCM - Web Content Management

The EndPlay WCM platform also includes an integrated, full-service, e-commerce solution that is ready upon launch, adding another potent revenue stream to a company's digital strategy. With EndPlay, e-commerce has finally become a turn-key opportunity for all media companies and enterprises.

Should a unique opportunity arise, custom development is now fast and affordable by leveraging EndPlay's standards-based SDK/ADK and APIs. Customers can manage their own developments in-house or call on the EndPlay Client Services Organization to do it for them. With either approach, the client's revenue-generating projects won't be shelved any longer due to multiple development and distribution constraints.

In addition to its many content-monetization opportunities, EndPlay also saves companies the a-la-carte and hidden costs of do-it-yourself or partial-service solutions. With EndPlay, customers can eliminate the time, resources and money currently spent on:

- Software license fees, hardware and staffing for multiple or incomplete WCM solutions
- Dedicated IT infrastructure, staff and backup systems
- Additional hardware, software and bandwidth to accommodate growth
- Custom one-off development projects to integrate with third-parties and key partners

EndPlay Customers: A Sampling

When it comes to websites, few industries are more demanding than the world of big media. Many of the world's largest, market-leading media companies have already made the switch to the revolutionary new EndPlay WCM platform to drive their continued success, including:

- FOX Television's 36 affiliate sites use EndPlay every day to manage their websites, nine of which operate within the nation's Top 10 DMAs (designated market areas) .
- FOX Sports, one of the world's most visited sports sites, uses the EndPlay WCM platform to publish its popular FoxSports.com site as well as several South American Spanish-language sports websites.
- Big Ten Network, a recent addition to the EndPlay family, uses the platform to cover 11 of the country's most well-known college sports programs.
- LIN Media and its 30 affiliated sites have all adopted the EndPlay WCM platform as the company-wide standard for content management, website publishing and best-of-breed technology integration.
- The Scripps Television Station Group launched ten broadcast-affiliated websites using the EndPlay platform in May of 2009. Scripps operates in major markets such as Detroit, Cleveland, Cincinnati, Phoenix, Tampa, Baltimore and Kansas City.

EndPlay-powered websites are now serving more than 1 billion page views per month. And that's just the beginning of the story.

Summary

Customers today don't need 'yet another CMS' — they need an intelligent, comprehensive, cost-effective Web content management system. They want a platform that enables rapid development and provides access to tools that enrich content for today's users.

They also need a partner who understands and supports their business vision and goals — someone who sees 'content' not as just a technical component to be delivered, but the core of the engagement strategy with their audience. And they want a partner who will work with them to turn that positive audience engagement into market and monetary gains.

EndPlay is devoted to being that kind of partner — one who defines its success by how well its clients achieve their own. It's time for the website to grow up: let EndPlay show you how.

About EndPlay

EndPlay is a leading provider of SaaS Web Content Management (WCM) solutions delivered in the cloud. Powered by its unique 'Intelligent Rendering' technology, the EndPlay solution empowers clients to seamlessly produce, manage and instantly deliver content optimized for virtually any device. The company's extensible architecture and integrated partners ensure EndPlay clients can expand, engage, monetize and leverage their WCM solution against the complexities facing all brands in the era of Big Data and Quantum Content.

Enterprise clients in media, entertainment, consumer packaged goods (CPG) and education verticals have turned to EndPlay's experienced Client Services team to support collaboration, implementation and optimization of their EndPlay solutions. EndPlay's commitment to innovation and customer-centric approach enables clients to stay ahead of their competition, increase audience engagement, and future-proof their digital business investment.

EndPlay is headquartered in Los Angeles, California with regional offices in Florida and New Jersey, and currently expanding to Europe and Asia. For more information, visit www.endplay.com.