

Introducing SmartMedia

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Dynamic editorial content delivery
for online publishers



Top to bottom: SmartTopics, SmartGalleries, SmartSections

Our SmartMedia product suite – including SmartGalleries, SmartTopics and SmartSections – offers tools that dramatically expand your online publishing options. From up-to-the-minute editorial images delivered directly to your site to cohesive, relevant pages refreshed around the clock and entire online sections, SmartMedia allows you to quickly and easily publish visual content that drives traffic, creates advertising opportunities and boosts customer engagement.

The screenshot shows a 'Celebrity Life' article titled 'Her Enchanted Evenings' about Anne Hathaway. The page includes a featured article section, a 'Most Popular Stories' sidebar, and an advertisement for Estée Lauder. Blue callout boxes with arrows pointing to specific elements on the page describe the following features:

- Embedded Gallery View:** Editors manually curate galleries or automate with search terms/topics. Insert ads into sequence.
- Readers can share images with their friends.**
- Readers can click to view caption information. Easily edit any caption.**
- Readers can click icon or image to go to full-page gallery view.**

SmartGalleries

SmartGalleries feed rich visual content to your site, making your brand stickier, driving traffic and CPMs and creating advertising opportunities.

Key benefits

- Creates everything from sections to entire site pages of fresh, dynamically updating content, increasing user engagement.
- Requires just a fraction of the resources and cost for the equivalent of editorially created pages.
- Gives you complete editorial control, so the look and feel of your brand are not diluted.
- Facilitates revenue growth by enabling you to custom-build editorial destinations that meet the demands of sponsors and advertisers.
- Constantly refreshed content increases search engine optimization, heightening the visibility of your site.
- Provides measurable outcomes, including traffic metrics (page/views, uniques, click-throughs) and revenue (advertising/sponsoring).

The screenshot shows a SmartTopics page for Barack Obama. The interface includes a navigation bar with tabs for Overview, Articles, Photos, Videos, Quotes, and Conversations. The main content area is divided into several sections: Editor Pick Articles, Related Topics, Articles from Your Site, Articles from the Web, Quoted, and a Twitter stream. Callout boxes point to various features: 'Choose from existing topics or customize for your needs.' points to the navigation bar; 'Link to related people & organizations.' points to the Related Topics section; 'Curate lead features with Editor's Picks.' points to the Editor Pick Articles section; 'Prioritize & feature your content, followed by other perspectives.' points to the main article preview; 'Photo Galleries' points to the Related Photos section; 'Related Video' points to the Related Videos section; 'Timelines and Quotes' points to the Quoted section; and 'Real-Time Twitter streams' points to the Twitter section.

SmartTopics

SmartTopics enable online publishers to link content to other related content. The result is a website that encourages readers to stay on page and navigate through relevant topics and categories, generating more click-throughs for advertisers in the process.

Key benefits

- Enables you to automatically link to thousands of topic pages – all on-brand – from any story.
- Keeps users on your site, boosting click-throughs for advertisers.
- Improves search engine optimization by increasing the number of niche pages available for search engines to index.
- Includes features like automatic hyperlinking from all articles to branded topic pages, optional preview windows and related topics modules, controls for editors to select sources that meet their guidelines, photo galleries, pull quotes, timelines, point-and-click management and design, and more.

The screenshot shows a 'Celebrity Life' website page for Robert Pattinson. The page is divided into several sections:

- Header:** 'Celebrity Life' title, search bar, and 'Topics / Robert Pattinson' navigation.
- Left Sidebar:** 'Also See' section with profile pictures of celebrities like Kristen Stewart, Taylor Lautner, and others.
- Main Content:**
 - Article 1:** 'Is The Alleged Robert Pattinson Stench A Paparazzi Deterrent?' with a photo of Robert Pattinson and a quote: 'Following his rumored relationship with "Twilight" co-star Kristen Stewart and his dreamy coif, the most talked about Robert Pattinson sbit is his alleged stench - but according to his co-star, Peter Facinelli, it's all part of a plan to get a leg up...'
 - Article 2:** 'Tom Ford Isn't A Diva & Likes "Twilight"' with a quote: 'Admittedly, designer-turned-director, Tom Ford is a "control freak" but there were a more positive-sounding term for his attention to detail.'
 - Quote:** 'He shoots everything in Portland, it's good at making it look beautiful ... It's all about teenage love and obsessions.' attributed to Robert Pattinson.
 - Video:** 'Robert Pattinson On David Letterman' with a video player.
- Right Side Modules:**
 - Timeline of Coverage:** A bar chart showing content frequency over time.
 - Gallery:** A collection of photos related to the topic.
 - Related Conversations:** A section for social media tweets related to the content.

Annotations on the right side of the image point to these features:

- Prioritize and feature your content.
- Timelines of coverage.
- Articles & posts from sources you choose.
- Related Quotes.
- Related Photo Galleries.
- Related Groups and Celebrities.
- Add Related Tweets & other modules.

SmartSections

SmartSections enable online publishers to prioritize content and relate stories through photo and video galleries. The result is an enriched online presence, with pages of photography, stories, topics and search capabilities.

Key benefits

- Allows for quick and easy additions of whole categories of content, with thousands of pages of photography, stories, topics and search capabilities.
- Provides an ideal response to sponsorship opportunities, current events and audience demand.
- Requires no additional labor.
- Configurable to match all brand elements, from voice to look and feel.
- Includes features like slideshows and photo detail pages; topic pages for that section; story pages; timelines; quote detail pages; search; related YouTube, Flickr, and Twitter content; source selection and filtering; point-and-click management and design; and more.
- Possible SmartSections include events (Academy Awards, World Cup, Pasarela Cibeles Fashion Week, etc.), sports leagues (Liga BBVA, Liga Adelante, Primera Division, Primera A, NFL, NBA, tennis), sponsorable categories (green, air travel, fashion) and more (celebrity gossip, economic crisis, science, etc.).

**Talk to us about putting
SmartMedia to work for you:**

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