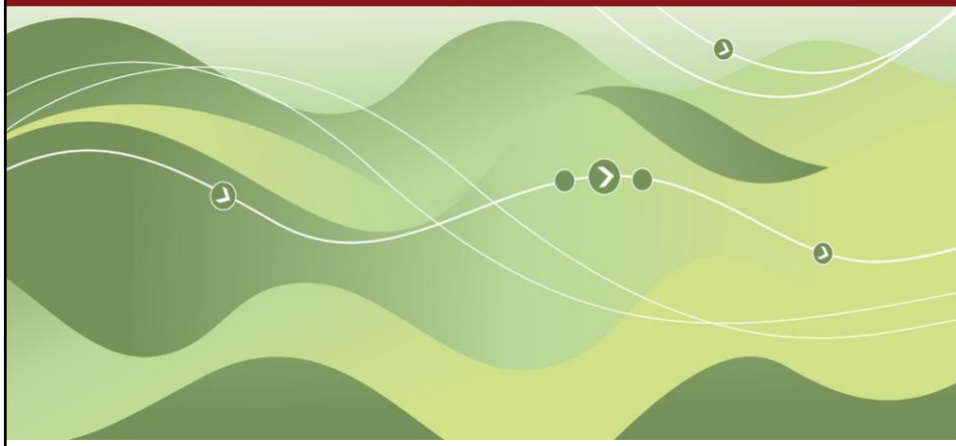


Digital Publishing Best Practices: What's Next?



Yishay Yovel
VP Marketing

May 6, 2008



Agenda



- Advancing the Print Business through Digital Initiatives
- Demo: Next Generation Digital Newspaper
- Digital Newspapers & Web-based Analytics
- Making Digital Newspapers Work: Best Practices
- Summary and Q&A

Olive Software: 650+ Titles, 250+ Publishers



- Founded in 2000, headquartered in Silicon Valley, California
- Digital Edition and Digital Archive expert for the publishing industry

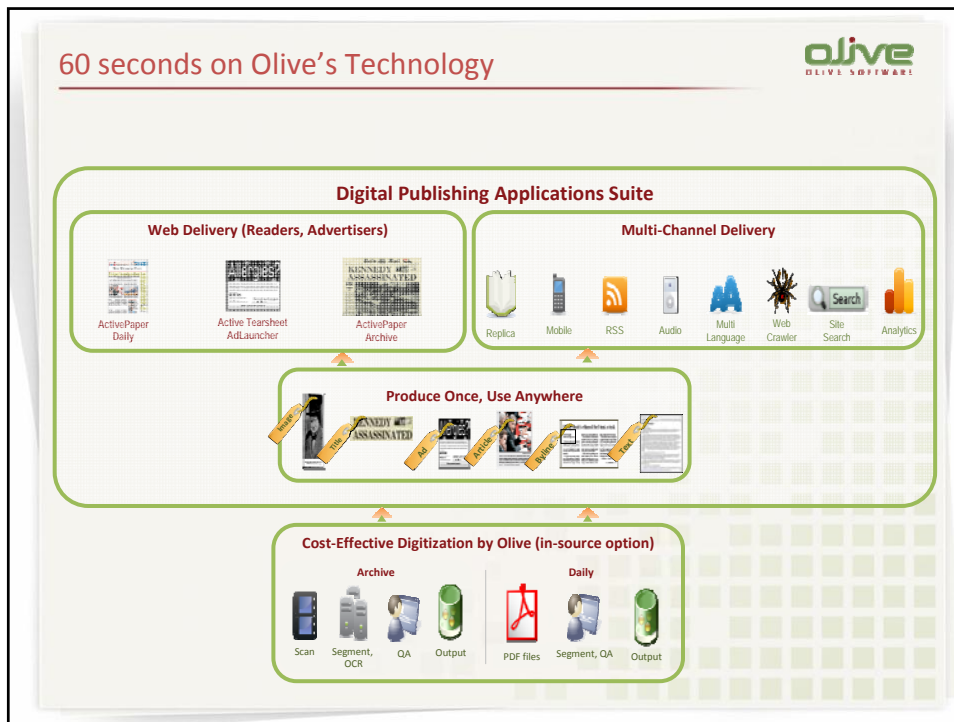


Customers' Digital Publishing Initiatives



- **Improve Efficiency/Cut Costs:** do more with less
- **Boost ABC-Verified Circulation:** support print advertising rates
- **Increase Ad Exposure:** deliver more value to print advertisers, monetize through web advertising
- **Monetize Web Traffic:** more visitors/page views, longer visits, better click-through

60 seconds on Olive's Technology



Olive Support for Customers' Digital Initiatives



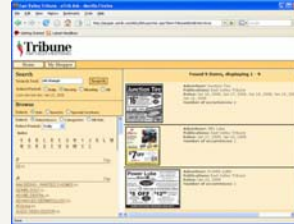
- **Improve Efficiency:** Digital Editions cut costs, enable process automation
 - **Cut print & delivery cost** to digital subscribers
 - **Optimize Digital Edition production:** in house or outsourced
 - **Reduce Tearsheet cost:** Olive's **Active Tearsheet** displays the ads processed for the digital edition (no per-ad processing fees)
 - **Denver Newspapers Agency saves more than \$500,000 annually** with digital delivery & digital NIE
- **Boost Circulation:** Digital subscribers contribute to ABC-verified circulation
 - Hybrid Subscribers
 - Digital NIE Subscribers
 - Expats, Snowbirds
 - **Kansas City Star increased ABC-verified circulation by 10,000 users** through Digital NIE



Olive Support for Customers' Digital Initiatives



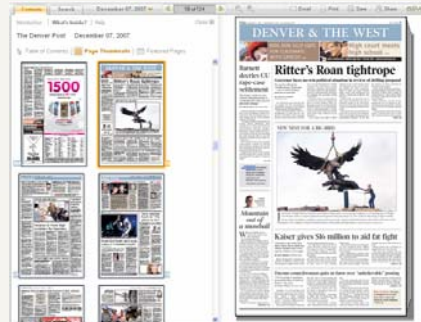
- **Increase Ad Exposure:** Ad portals, Live Print Ads add value to print advertisers
 - **Reduce Ad Portals cost:** Olive's **AdLauncher** display ads that were processed for the digital edition (no per ad processing fees)
 - "Live" links to print advertisers web site in the digital edition
 - Rich media ads upsell
- **Monetize Traffic:** expand reach into new markets, audiences, touch points
 - **New Audiences:** Multi-lingual, Audio (commuters), Mobile (travelers)
 - **New Touch Points:** Web search results, ".com" search, Web Bookmarking (digg, del.icio.us)
 - **Unique Content:** Digital Archives on the Web
 - **The Oklahoman puts 100 years of daily editions on the web for educational and professional research**



All-New Olive ActivePaper Daily 4.0



- Enhanced Reading
- Rich Media Content and Advertising
- Improved Search
- Built-in Analytics
- Audio
- Translation
- Mobile



Beta is coming July 31st, 2008

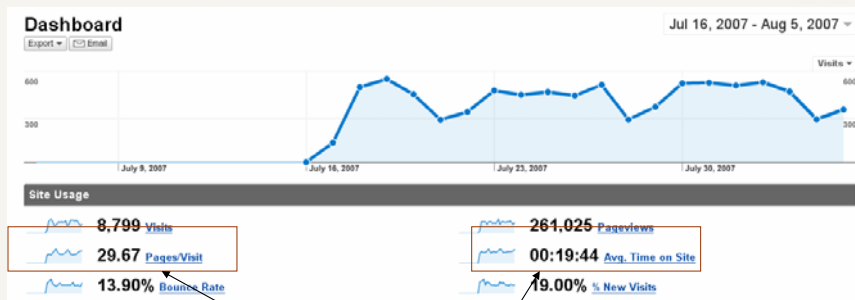
**To be considered as a beta account, please email
olivepm@olivesoftware.com**

Analytics Help Publishers Run Their Business



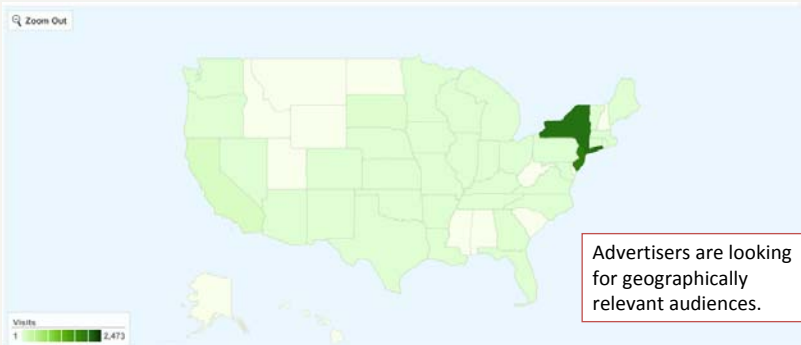
- Collect metadata on each interaction:
date, section, page, article/ad name, user actions
- Deliver the interactions to Google Analytics
 - Visitor analytics: unique visitors, visits, visit length (time, page views), geo segmentation
 - Content analytics: traffic by issue, component level statistics (articles, ads, photos)

Are you engaging your readers?



Advertisers are looking for strong engagement expressed in long visit times, higher numbers of pages per visit.

Where are your readers coming from?



This country/territory sent 5,046 visits via 39 regions

Detail Level: City Region Segment: Choose...

Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. New York	2,473	31.04	00:04:48	69.75%	12.29%
2. New Jersey	2,277	33.23	00:05:01	70.49%	11.11%
3. California	111	25.66	00:04:24	89.19%	11.71%
4. South Dakota	28	65.54	00:24:45	35.71%	7.14%

What content is the most interesting to end users?



454 URLs were viewed a total of 4,599 times

Segment: URL

URL	Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index
1. /Comics_1X_Comics	274	44	00:00:44	0.00%	6.57%	\$0.00
2. /Comics_2X_Comics	89	6	00:00:32	0.00%	1.14%	\$0.00
3. /Front_Page_Comics	86	2	00:00:15	0.00%	0.00%	\$0.00
4. /Front_Page_1A_Use_of_terror_grants_blasted	73	61	00:02:06	0.00%	5.40%	\$0.00
5. /Weather_31A_United_Article	66	32	00:01:16	0.00%	3.57%	\$0.00
6. /Front_Page_1A_Immigration_law_can_divide_gay_couples_Partners_tell	55	49	00:03:27	0.00%	14.55%	\$0.00
7. /Nation_8_World_22A_Mississippi_wife_had_her_marriage	52	52	00:01:49	0.00%	1.92%	\$0.00
8. /Comics_3X_Comics	46	7	00:00:28	0.00%	0.00%	\$0.00
9. /Nation_8_World_16A_Court_fight_over_gerl_to_leave_U.S.	43	41	00:01:20	0.00%	0.00%	\$0.00
10. /Sports_1B_Smith_era_may_be_over	43	38	00:04:05	0.00%	4.65%	\$0.00

Offer premium ads positions around the most compelling content.

What ads generated click through?



11 URLs were viewed a total of 28 times

Segment: [URL](#)

Content Performance								Views: [Icons]	
Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index				
28	25	00:00:16	0.00%	10.71%	\$0.00				
% of Site Total: 0.02%	% of Site Total: 0.03%	Site Avg: 00:00:11 (45.50%)	Site Avg: 26.22% (-100.00%)	Site Avg: 4.74% (125.29%)	Site Avg: \$0.00 (0.00%)				
URL	Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index			
1. Front Page_25_Ad - American Chiropractic & Massage	6	5	00:00:20	0.00%	16.67%	\$0.00			
2. Front Page_26_Ad - Service Now Inc.	4	3	00:00:10	0.00%	0.00%	\$0.00			
3. Front Page_28_Ad - Averi's Landscape Maintenance	4	4	00:00:21	0.00%	0.00%	\$0.00			
4. Front Page_25_Ad - Anne's List	3	2	00:00:04	0.00%	33.33%	\$0.00			
5. Front Page_29_Ad - Cascade Roofing	3	3	00:00:03	0.00%	0.00%	\$0.00			
6. Front Page_27_Ad - Sunshine Painting	2	2	00:00:09	0.00%	0.00%	\$0.00			
7. Front Page_2_Ad - Anne's List	2	2	00:00:49	0.00%	50.00%	\$0.00			

Up-sell "Live Ads" for direct link to publisher's site

What are people looking for?



39 URLs were viewed a total of 57 times

Segment: [URL](#)

Content Performance								Views: [Icons]	
Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index				
57	46	00:00:05	0.00%	5.26%	\$0.00				
% of Site Total: 0.02%	% of Site Total: 0.02%	Site Avg: 00:00:10 (-47.79%)	Site Avg: 10.84% (-100.00%)	Site Avg: 3.03% (73.52%)	Site Avg: \$0.00 (0.00%)				
URL	Pageviews	Unique Pageviews	Time on Page	Bounce Rate	% Exit	\$ Index			
1. Search mortgage	5	1	00:00:05	0.00%	0.00%	\$0.00			
2. Search research	5	1	00:00:00	0.00%	0.00%	\$0.00			
3. Search franklin	4	3	00:00:11	0.00%	0.00%	\$0.00			
4. Search Merrill	3	2	00:00:00	0.00%	33.33%	\$0.00			
5. Search them	3	3	00:00:00	0.00%	33.33%	\$0.00			
6. Search double	2	2	00:00:00	0.00%	0.00%	\$0.00			
7. Search first	2	2	00:00:20	0.00%	0.00%	\$0.00			
8. Search content	2	1	00:00:00	0.00%	0.00%	\$0.00			

Making Digital Newspapers Work for You

Marketing Your Digital Newspaper

- Promote the digital edition in the printed newspaper & on the web site
 - Offer digital subscriptions as a value add to 7-day print subscribers
 - Offer weekend print subscribers to convert to 7-days hybrid subscribers
 - You will realize cost savings

- Cross promote print and web content
 - Include web links in print articles: they are automatically enabled in the digital edition
 - Links key print articles from the web site into the digital edition



Marketing Your Digital Newspaper



- Carefully use web banner ads, skyscrapers around the digital edition
 - Balance monetization goals with ease of use, readability
- Extend editorial content and ads with rich media
 - Digital newspapers can use multimedia content and ads
 - Possible reuse of rich media from advertisers web campaigns
 - Automatic detection of links in print ads
 - Sell premium ads to your print advertisers around premium content
- Closely monitor your analytics
 - What do readers like to read?
 - What ads get the most click-through?
 - Does the geo-segmentation makes sense?

Questions and Answers



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