

# A Business Partner Solution for The Communications Sector

Enables Local Media Companies to Create, Deliver and Monetize their Content and Advertising

## Mediaspan Group

Jazbox



### Business Challenge

Print media companies are challenged with the design, management and distribution of multimedia news packages that incorporate text, pictures, graphics and video. Newspapers need the ability to easily push information to print, the web and to mobile devices. Like other businesses, newspapers also have the operational issues associated with effectively budgeting and organizing their resources.

### Solution Description

Jazbox is MediaSpan's heavy-duty content management solution with an emphasis on connecting larger workgroups and automatically publishing news to print, web and wireless. With a database-centered structure, Jazbox conforms to an individual paper's workflow needs, streamlining them, yet allowing for change and modifications to workflow in the midst of the production cycle. Jazbox's platform-flexible format and centralized asset management features help your publication consolidate processes saving time and money.

### Value Proposition

Through Jazbox, all of your paper's publishing components can be sourced from a single database and delivered to print or Web pages from a common set of writing, editing and design tools. The time you used to spend formatting your content can now be freed up to finesse that content. Jazbox also allows you to store any type of native file in the database, including stories, photos and pages as well as audio and video files.

### Company Description

MediaSpan solutions enable local media companies to create, deliver and monetize their content and advertising across traditional and digital platforms. Over 4000 local newspaper, radio, and television properties leverage MediaSpan's digital-content management, online marketing, Web publishing, e-commerce and online advertising sales solutions. Our network of local media Web sites reach over 10 million UV worldwide.

#### IBM Segment

- Data Management
- Informix

#### Business Function

- Content Management

#### Target Industry

- Media and Entertainment

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