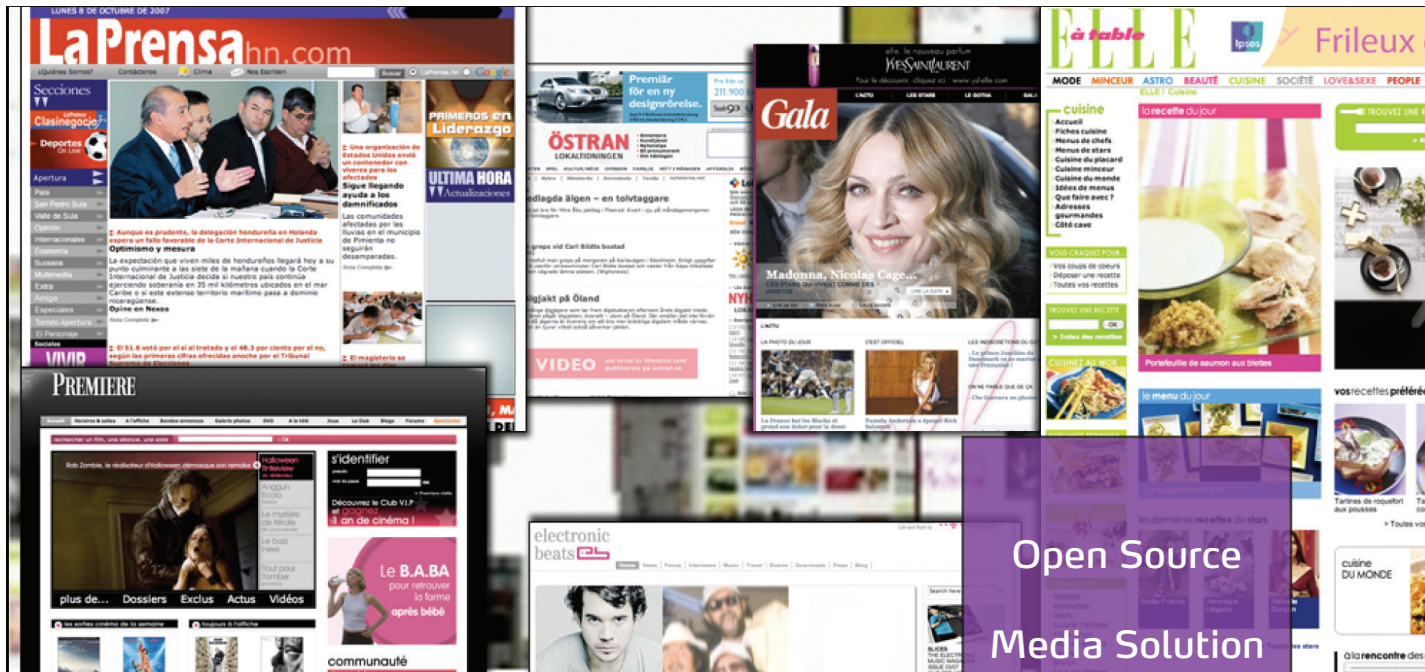


Web content publishing for news and media portals



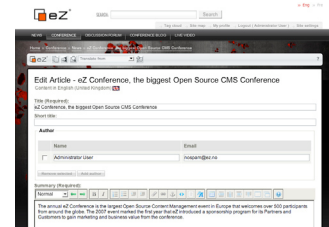
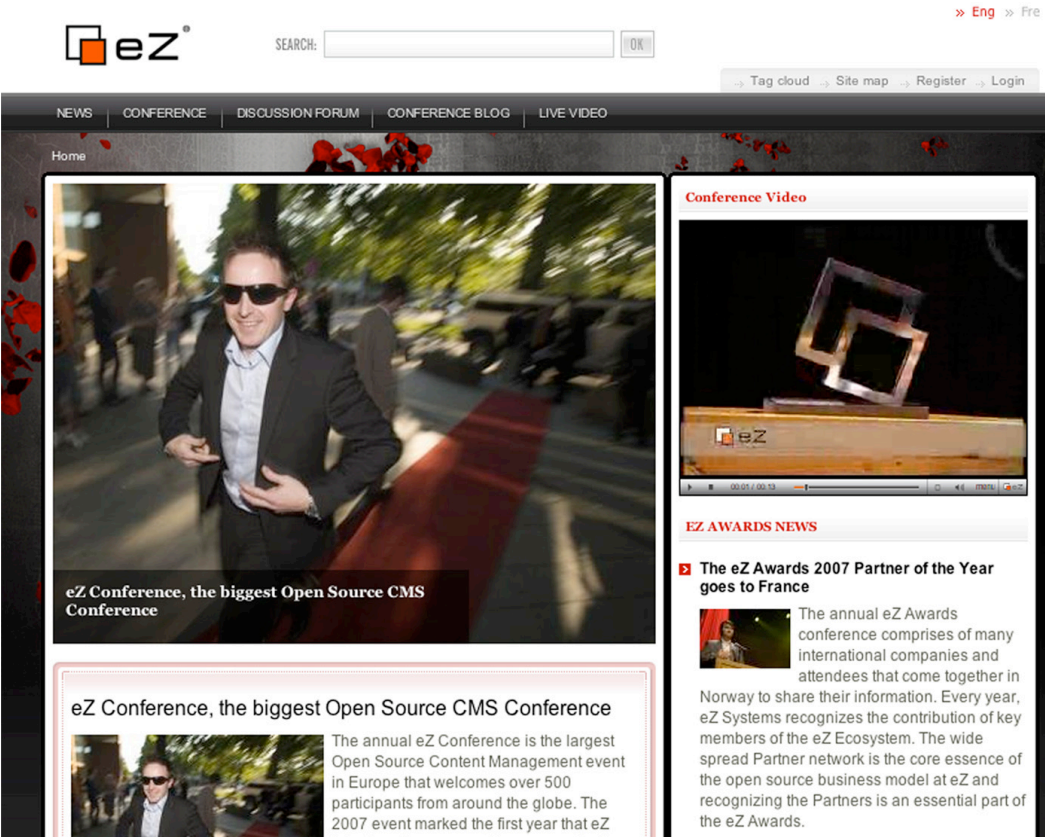
Open Source
Media Solution

News and media companies understand that a dynamic and engaging Web presence is key to their success. They face challenges unique to their industry: fast-changing content; demanding and engaged users; and large and distributed editorial teams. On the Web, information and entertainment are commodities and visitors are fickle; the differentiating factor between one site and another is the vitality of the content and the degree to which visitors are engaged.

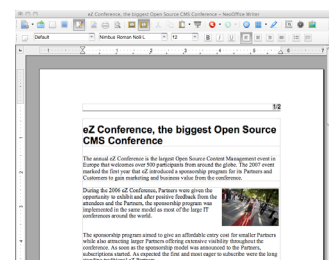
News and media are no longer a one-way conversation. Not only do visitors read articles, watch videos and listen to music, they expect to interact with other visitors and with the editorial team. They expect to be able to personalize their experience.

To help news and media companies meet these challenges, eZ Publish provides a world-class enterprise-grade Content Management System (CMS) with a suite of features that enables companies to build rich, engaging websites. eZ Publish is favored by some of the most demanding companies in the industry, such as Lagardère and National Geographic.

Enabling creators and consumers



Web content editing on-the-fly



Integrate with standard word processing applications

Successful CMS platforms make it easy for distributed teams in global organizations to create and distribute rich, engaging multimedia content. People on diverse, global teams with a mix of technical skills (from site visitors to journalists and editors) need simple and efficient tools for working on the site.

Web content editing on-the-fly

The embedded eZ Website Toolbar makes it easy for people to add and edit content as they navigate the site. There is no abstract interface - instead, a single click opens a page for editing.

Send content to iPhones

The eZ Publish template language enables the delivery of content to mobile devices, such as the Apple iPhone.

Rich media

eZ Flow's video support provides the tools for creating and

streaming video content, either live or archived (with support for post-production editing). Content can be published in multiple formats for print, email, mobile devices, and more.

Integrating your publishing process

To integrate with existing editorial workflows, eZ Publish can import and export content to OpenOffice.org and Microsoft Word formats. Using a WebDAV client (such as Windows Explorer), editors can publish batches of articles and images by dragging and dropping files. The open architecture of eZ Publish enables integration with professional print publication applications like QuarkXPress.



Integrate your publishing processes

Powerful portal management

Vibrant sites are all about content “flow” - making sure that the most engaging and timely content streams onto the site’s critical portal pages. The eZ Flow extension to eZ Publish enables editors to build complex page layouts and pre-plan the publication schedule to ensure a constant flow of rich content.

Build portals with zones and blocks

With eZ Flow, pages are configured into “zones”, each displaying different kinds of content. Use these zones to order, hide or push various types of content.

Enable new online revenue sources

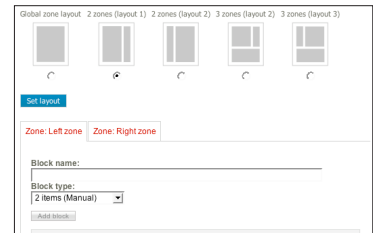
eZ Publish has native support for ad servers as well as pay-per-view content, paid content placement and subscription management. With eZ Publish you can set up an online business that combines various revenue models and tune it to generate more revenue.

Increase traffic and audience

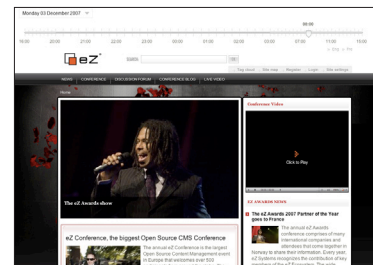
The portal manager automatically creates a search engine optimized portal without any special effort.

Manage flow like a smart playlist

Content is a stream. Using eZ Flow’s time slider, you can view zones on your portal page and manipulate the content, similar to configuring a music playlist. The rule engine enables sophisticated control over the content stream at any given time. Use the timeline preview to see how your portal page will look at various times in the future.



Build portals with zones and blocks



Preview your portal pages with the time slider

From visitor to contributor

The measures of success for news and media sites are the number of unique visitors, the amount of time they spend on the site and the number of pages they visit. One of the most effective methods of achieving this kind of loyalty and activity is enabling visitors to interact and to personalize the site.

User-generated content

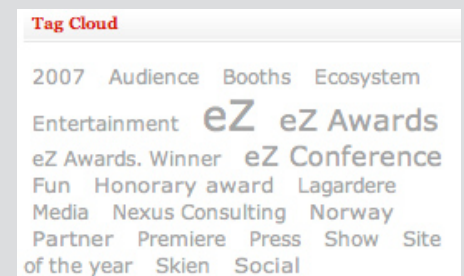
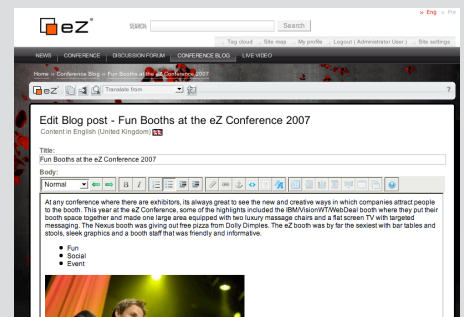
With eZ Publish, it is easy to allow visitors to create content while ensuring secure access across the site and imposing appropriate editorial controls.

Personalized portals

Enable users to customize their experience by creating their own portals and subscribing to RSS feeds.

User feedback

Enable users to talk to each other - and to you - with feedback mechanisms like surveys, forums, rating, tagging and comments.



eZ Publish - Your media solution

Total Product Responsibility

Many organizations recognize that they need a world-class business solution that takes advantage of the expertise of eZ and eZ Partners, allowing them to focus on their core competencies. They opt for a relationship with eZ that provides Total Product Responsibility, using eZ's knowledge and expertise to support their solution across the entire project life cycle.

eZ's business solutions are delivered by eZ and our certified Partners as a yearly subscription service. Our services include consulting, customization, support, automatic monitoring and upgrades, software guarantees, prioritized feature requests and more.

Make your success our responsibility.



About eZ

Award-winning software and Total Product Responsibility have made eZ Publish the leading Open Source Enterprise Content Management System. With more than 150,000 installations, eZ has become a reliable partner to many companies and organizations around the world.

eZ Systems was founded in 1999 with one simple and pragmatic idea: people working together, sharing experiences and ideas, can accomplish great things. With this simple idea, eZ has grown into a vibrant corporation with a thriving ecosystem of users, partners, customers and the "eZ crew" team members. eZ Systems has its headquarters in Norway with offices in Germany, Ukraine, Denmark, Canada, Belgium and France.

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