



## Example Spine Application: Social Publishing Platform



### Background

The financial publishing industry is increasingly moving away from the traditional revenue models that are *adapted* to the web, towards *web-specific* revenue models that distinguish between the relative value of different content to niche communities. As the online editorial role evolves towards 'content aggregator' as well as content provider, many of the larger publishing houses are investing in their own social tools to create and engage with niche communities, as well as subscription 'pay walls' for premium content and even 'App Stores' to distribute value added data and services.

Whilst the large publishing houses are viewing these as core competencies and are building their own infrastructures to manage them, the technical complexities, financial investment and specialist expertise required mean that smaller publishers face the challenge of how to leverage the potential of the new revenue streams at a viable economic cost.

### Solution

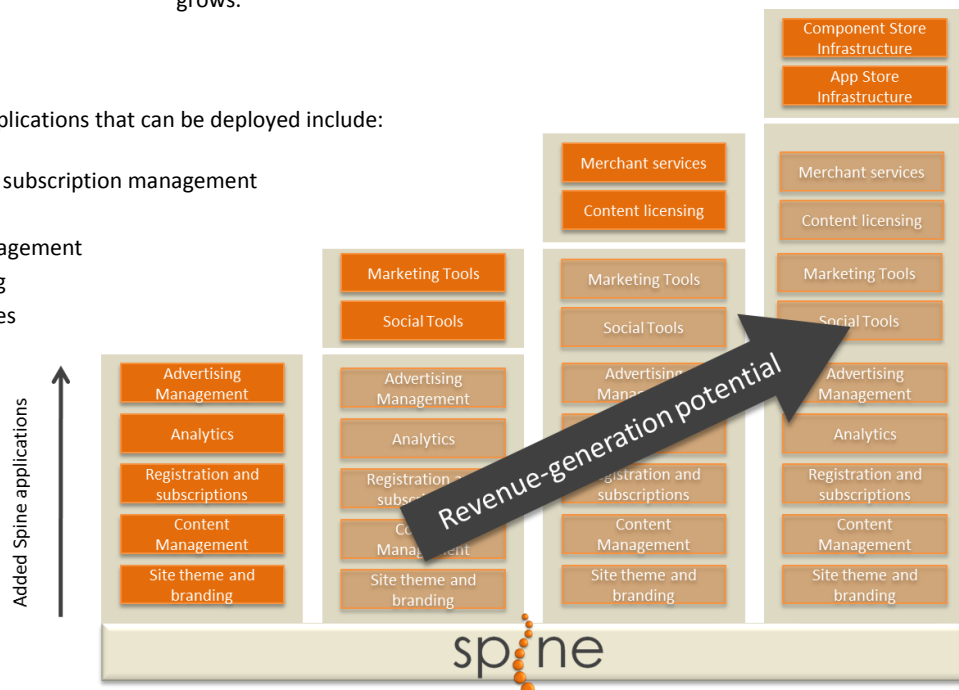


Our Spine platform can be configured with the key social networking, publishing and commercial tools to deliver a white-label, turnkey solution for publishing, licensing and monetising digital content.

Our modular and scalable solution takes advantage of the economies offered by a SaaS-based shared services platform that enables publishers to create their own branded sites and add revenue-generating features over time as their business grows.

Examples of Spine applications that can be deployed include:

- Registration and subscription management
- Analytics
- Advertising management
- Content licensing
- Merchant services
- App store tools



## Benefits

Publishers benefit from a branded, managed site that delivers the ability to monetize web-based publishing titles with:

- **Social publishing:** Building relationships, insight and audience engagement through powerful social features
- **New income sources:** A full suite of tools to create and manage:
  - Premium content subscriptions, such as Pay-Per-View content
  - Commercial App Stores on the site (as well as tools that enable users and partners to create new Apps)
- **Commercial services:** A turnkey solution for managing subscriptions, content licensing and merchant services
- **Scalability:** A modular, extensible platform that provides critical mass and enables the federation of content, lead generation and advertising across intersecting niche audiences

The screenshot shows the 'TRADE INSIGHT' website interface. Callout boxes point to the following features:

- Branded/ themed as required:** Points to the site's header and navigation menu.
- Social tools:** Points to social sharing icons (Discuss, Share, Comment) under a news article.
- Content management:** Points to the 'Log in or Subscribe' button for a news article.
- Premium content:** Points to a 'Log in or Subscribe' button for an analysis article.
- App store:** Points to a 'Visit the INSIGHT APP STORE' banner.
- Advertising management:** Points to a 'SPDR' advertisement banner.
- Premium 3rd party content:** Points to a 'FRS 16 for Day Traders' training course listing.

Example 'socially enabled' publishing site

Our solution helps publishers to:

- Secure greater **engagement and participation from readers** via tried-and-tested social tools that facilitate communication, knowledge sharing and collaboration
- Generate **sustainable, high margin revenue** via a value-added marketplace for commercial Apps and paid media, providing a targeted route to brand building and advertising within each professional community
- Drive **organic growth** through content, data and information services that are targeted at niche audiences and overcome the commercial challenges of a traditional 'subscriptions + advertising' business model
- Grow **market share** and exploit the synergies between intersecting niche audiences
- Generate **economies of scale** in operations and administration

Example App Store, where users can 'drag and drop' Apps to a personal canvas

The screenshot shows an 'App Store' interface with various financial data widgets. A 'Personal Canvas' is visible at the bottom, where users can drag and drop apps. The interface includes:

- Search Apps:** A search bar and filters for 'Essential', 'Free', 'Subscription', and 'Featured'.
- App Categories:** Lists like 'By Trading Styles', 'By Market', 'By Asset Class', 'By Region', 'Research', 'Academic', 'Media', and 'Aggregators'.
- Featured Apps:** Includes 'Dukascopy FX TV widget', 'TrueFX By Integral', and 'OLSEN'.
- Personal Canvas:** A workspace with tabs for 'Public', 'Private', and 'Favourites'. It contains several data widgets, including a 'TrueFX By Integral' table and a 'SCALE OF MARKET QUOTE (USD)' chart.