

CyberMedia to offer seamless multiple-media digital presence for its 12 print publications using US\$1 million plus software package

- Original content and social media to drive monetization
- *To use best in class Digital platform Kreatio, signs 3-year outsourcing pact with specialist web firm*
- Plans to roll out next generation digital content engine

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South Asia's largest specialty publisher, CyberMedia, known for its pioneering web presence has announced a comprehensive project to enhance its digital presence with a variety of cutting edge technology features.

The project also aims at monetizing CyberMedia's content through induction of emerging technology platform Kreatio and improvements, so as to offer next generation features on multiple-media including the web, smart phones, tablets, and other digital devices.

The CyberMedia web properties are unique as they cater across the lifecycle of users seamlessly – from one who may be engaged in technology today, a few years later, or those setting up an entrepreneurial venture.

“We at CyberMedia proactively plan to place our readers and advertisers at the cutting edge of technology to offer seamless experience across multiple-media,” says Pradeep Gupta, Chairman and Managing Director, CyberMedia group.

The CyberMedia sites will offer full interactivity to visitors enabling them to use, comment, recommend and forward the content, using a variety of social media tools, from any of its 12 publications in the Infotech, Technology, Telecom, Biotechnology, Outsourcing, Consumer Electronics and Entrepreneurship space.

CyberMedia sites will have a contemporary look and feel, seamless search and discovery of relevant content across any of its web sites. Rich technology deployment will include investment in the best content management and monetization platform Kreatio. A single sign-on registration will allow readers to navigate, discover, curate and propagate content across all publications, on all platforms.

The project is being driven by a cross functional team with a dedicated development team. Inputs from readers and advertisers following extensive discussions will also be fed into build cycle. In a unique approach to harnessing the power of the full team, an interactive platform is being created for all employees and partners, to help all of them be involved in the design-and-build process right from the start.

Global trends point to the explosive growth of Internet broadband, smart handheld devices and functionality of low cost mobiles in a rapidly

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growing 3G environment.

In the past CyberMedia has provided numerous marketing solutions to its partners. These include CDs on cover, DVDs on cover, mobile magazines, eZines, QR Code enabled print magazines, iPad offerings, e-Reader products etc. Advertising partners will soon have access to an interactive dashboard to monitor digital advertising and lead generation campaigns. It will also offer them an opportunity to enhance, alter or cut budget allocations depending on their needs and performance of campaigns.

CyberMedia is working with a specialist firm using a state-of-art software package retailing for over US\$ 1 million. The engagement is for a period of three years beginning June 2011.

CyberMedia's global team of 200-plus reporters using digital input-output devices--text, voice or video--will be able to connect to CyberMedia's content management system and update content round the clock.

About CyberMedia.

CyberMedia is the largest specialty media house in South Asia and amongst India's top five magazine publishers. With 15 publications, 12 websites, over 100 events and two weekly TV programs, it reaches out to a community of over 1.5 million people. Its brands have consistently been leading in their respective domains. They cover infotech (Dataquest, PCQuest, ciol.com), technology (MIT's Technology Review), telecom (Voice&Data), biotech (BioSpectrum), entrepreneurship (Dare), outsourcing (Global Services), and consumer electronics (Living Digital, Id2.in).

Its Media Services include market research firm CyberMedia Research; and Content Matrix LLC which provides through its subsidiaries, custom publishing (TDA Group LLC) and content management services (Publication Services Inc. and CyberMedia Services).

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