



TreeXpress

the web publishing platform for newspapers, magazines & TV stations

Case Studies



Case studies:

www.adevarul.ro

Category: Quality newspaper

Launched: Oct, 2008

Monthly unique visitors: 900,000/mo

Monthly page impressions: 7,000,000/mo

Project description

The most important quality newspaper in Romania (in terms of readership both in printed version and online) is powered by TreeXpress platform.

In the first 6 months since the deployment of the new website, Adevarul.ro managed to double it's number of monthly unique visitors becoming the most visited quality newspaper website.

Some of the highlights of the implemented solution are:

- the ability to easily reconfigure the categories and subcategories of the articles based on the current editorial needs
- a vibrant community that contributes with video and photos
- ability to easily manage the display advertising till the level of each subsection and article
- a very configurable role-based administration module that allows both reaction speed and thorough control of the editorial content
- ability to generate on-the-fly special sections and to feature them preeminently across the site if the events are requiring it
- online shop for subscription and the special products (books/DVDs) released by Adevarul Publishing House





Case studies:

www.mediafax.biz

Category: B2B News Service

Launched: Sep, 2007

Project description

Mediafax, the most important news agency in Romania, uses a solution developed on the TreeXpress platform, in order to aggregate and and distribute its business news flows to its corporate customers.

The business news platform allows Mediafax to generate custom news products based on the various needs of its customers (business verticals, regional news, special newsletters and news feeds) and to distribute them in various way (internet interface, RSS feeds, email newsletters and news alerts).

The most important requirements are handled by the application with ease:

- 100% availability (given the fact the system is a core-business tool for thousands of large multinational and Romanian corporations)
- very good search relevancy and speed in the news archive (millions of news items)
- accurate and intuitive visual representations of various business in formations (stocks, business indexes and other figures, currency quotes, cantitative info and so on)
- the ability of the users to configure their news sources based on their interests





Case studies:

www.sport.ro

Category: Sport TV Station

Launched: June, 2008

Monthly unique visitors: 1,200,000/mo

Monthly page impressions: 30,000,000/mo

Project description

Sport.ro is the most important sports TV channel in Romania and one of the top 3 online players in this vertical with more than 100.000 unique visitors each day.

TreeXpress platform deployed on sport.ro allowed to create the same smart sport tabloid look-and-feel as the TV channel in the web medium and to offer alternative ways for the sports fans to enjoy the professional content created by the editorial team.

The important requirements that our platform needed to handle were:

- very scalable and flexibility structure in order to be deployed on a large number of servers
- ability to deliver both prerecorded and live streaming content, with very significant traffic spikes (depending on the sport event covered – Champions League, European Championship, Beijing Olympics and so on)
- a user community focused on sports (team clubs, favorite sports, amateur video and photo content etc)
- integration with our video ad serving platform (NoPrimeTime.com) in order to monetize the video content
- ability to easily configure and deploy totally new sections based on the existing sport events (tennis tournaments, football events, box or kombat competitions and so on)





Case studies:

www.gustos.ro

Category: Lifestyle Portal

Launched: May, 2008

Monthly unique visitors: 400,000/mo

Monthly page impressions: 2,500,000/mo

Project description

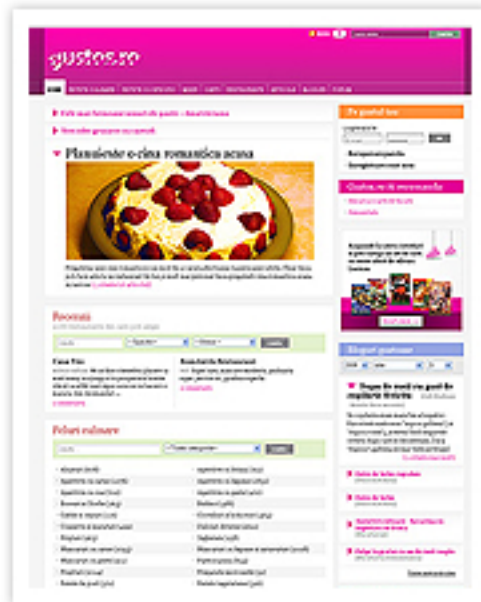
Based on the TreeXpress platform, Gustos.ro is the biggest culinary lifestyle online magazine in Romania, having constantly over 400.000 unique visitors monthly.

The primary challenge when implementing our solution was to offer a perfect balance between the editorial content (which makes Gustos.ro more than a recipes depository), the blogger generated content and the user-generated content.

Also in order to maintain the no. 1 position in a niche with low entry barriers, Gustos.ro had to create a thriving and friendly community that makes the website not just a place where you can get info about recipes, cuisines and restaurants, but a place where the lovers of good live style can meet together, make friends, discuss interesting things, and relax over a virtual cup of coffee.

The most important aspects of this project were:

- the vibrant community that creates more content than any other woman-focused website in Romania (in then past year since the relaunch more than 30.000 recipes, articles and restaurant reviews, a lot of them with photos and video content, plus over 100.000 comments to recipes and restaurants)
- the creation of a dedicated zone for culinary bloggers that features in real time the important posts from more than 100 culinary/lifestyle bloggers
- a very good interface for moderating a great deal of content with reduced effort





Case studies:

PrimaTV.ro

Category: Entertainment TV Station

Launched: Aug, 2008

Monthly unique visitors: 400,000/mo

Monthly page impressions: 2,700,000/mo

Project description

PrimaTV.ro, one of the most important entertainment televisions in Romania and part of the Pro7Sat1 Group, was also developed on the TreeXpress platform.

Starting from the same design guidelines as ww.prosieben.de the website developed for PrimaTV.ro had to allow for the local specifics in terms of shows and interests. Our platform allowed the creation of a website based on four core directions:

- featuring a lot of video content
- delivering extending info regarding the shows and stars of the TV station (including interviews, video materials, photo galleries, extended bios, articles and so on)
- offering relevant news content
- interfacing the website with the dedicated minisites for some of the shows



Some of the most important aspects handled by the application created with TreeXpress platform are:

- intuitive interface and information architecture that allows access of all the content in less than three clicks
- complex video and photo galleries
- integration with our video ad server for the monetization of the content
- creating a special section called Prima Music that covers in-depth the music industry in Romania in abroad (extended artist profiles, bios, discographies, album reviews, video clips, audio content, “making of” articles and exclusive online materials



Case studies: money.ro

Category: Business Portal

Launched: July, 2009

Monthly unique visitors: 600,000/mo

Monthly page impressions: 2,500,000/mo

Project description

Money.ro is the strategically-important online project in the business & financial arena for one of the Top3 media groups in Romania – Realitatea Catavencu.

Based on TreeXpress platform, Money.ro offers a variety of business content, either generated by its editorial team, or syndicated from the business publications and TV stations of the media group (Standard business newspaper, Money-Channel TV, MoneyExpress weekly, IQAds advertising portal and so on)

The most important challenges that were solved using our platform were:

- a easy way to syndicate content between various media assets of the RC Group
- an intuitive user interface and navigation that will allow the busy users to focus just on the info needed for their professional purposes
- seamless interfaces with different solutions for the mobile version of the website, email newsletters and alerts, video content and video advertising, stock quotes and indexes
- ability to configure each section as a stand-alone product (in terms of layout, design, content and advertising)
- ability to handle quick searches in an impressive archive of business content
- ability to easily integrate info-driven widgets provided by various third-party entities

