TreeXPress

the web publishing platform for newspapers, magazines & TV stations

Platform

There are many ways to manage content
Some of them are just **wrong**

Learn about one that's just right ⌄

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Text-based content management features

The content delivery

- unlimited number of categories and subcategories
rich media integration for the editorial content (photo galleries, video content, special inserts, RSS feeds, graphs, etc)

- user interaction features for the editorial content (comments, polls, discussion boards, printed version, PDF version, RSS feeds, favorite articles saving, sent to email/twitter etc)
usability features

- ability to define viewing permissions at the category/subcategory/article level (in order to monetize via subscriptions)

- easy to configure newsletter/news alerts

- ability to create custom views for the sections/subsections

- mobile phone version of the content

- ability to create article clusters to cover a particular event an feature it prominently across the website
integration with external widgets

- vertical CMS for creating custom pages

- special modules for classifieds, business directories, weather, TV guide, movies, sport results etc
ability to define the assets on each article depending on your preferences
special modules for TV/radio stations (station shows and stars, program, RSS feeds etc)

- related content based on defined tags

- archives

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Text-based content management features

- flexible search module

- SEO-friendly information architecture

- Ability to define "breaking news" editorial content and to promote it across website

- Listing/Tops of the most viewed/commented articles in the entire website/one section.

- Web Content Accessibility Guidelines compliance

The content management

The TreeXpress backend has flexible features for the management the editorial content, allowing you to keep the current workflow or to define new workflows, regarding the content submitting, moderation/approval and publishing

- ability to define roles and permissions for each module and section of the website

- editors monitoring & activity audits

- ability to publish/remove content at a predefined date

- extensive advertising management module (supporting third-party ad serving systems)

- content performance reports with granularity at the article level

- ability to define users that can submit the editorial content directly into the system (with the publishing after editorial approval)

- backup module

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Text-based
content management features

- backup module

- multiple upload and editing tools for photos

- visual editors for the defining of the homepage / main sections content

- ability to define hours when the user-generated content need moderation

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Video/Audio
Content management

The TreeXpress platform allows various way to use your rich media content (video, audio, photo), either editorial or user generated.

on-the-fly conversion of the video formats to the web-supported formats (over 300 formats are converted to FLV format)

- abilty to deliver live streams (both video and audio)

- ability to define format version depending on the client bandwidth (low-band, standard, HD)

- **ability to export some of the video content to the video aggregators portals (Youtube, Vimeo, etc) with watermarks and promo inserts**

- reporting tools regarding the viewers and interactions

- embed file options

- complex video/audio players with file lists, related content, etc

- ability to generate multiple playlist (sections/manual/tag-based/collaborative filtering)

- ability to add bookmarks into large-form videos (for easy access)

- ability to add comments/video comments to the existing video content

-ability to create thumbnails / image previews automatically from the video content

- ability to schedule the video content publication

- multiple upload tool

- video editing tools

Video/Audio
Content management

- recording videos from webcam (videocomments)

- ability to geo-restrict de content delivery

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Social Media &
user generated content

The TreeXpress platform has an users module, allowing you to deploy a branded community that will strengthen the fidelity to your brand, will generate conversations about your editorial content or will produce user-generated content.

Here are some of the features we can deploy:

- user accounts (with stand-alone authentication module with Open ID integration and single-logon options)

- rating/comment features for the editorial content

- integration of the trackbacks/conversations related to your editorial content

- user generated video content

- user generated photo-galleries

- Q&A module (similar to Yahoo Answers)

- extended user profiles/user pages

- polls and surveys

- message boards

- ability to award user activity with points/prizes

- user to user interaction features (add as friend/contact/send private message)

- ability to send content to the social media websites (Digg/Mixx/Twitter/etc)

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Monetization

The TreeXpress platform includes both direct and indirect ways to monetize your website content:

- subscriptions for the online content (with the option to define the ration between the fee and the paid content: either by section or at the article level, or based on time: current content free, archive access paid for example)

- micropayments model (ability to define articles with paid access and options to charge money as micropayments)

- ability to monetize the video content using in-stream advertising (preroll, postroll, middroll, overlayers, dynamically driven ads, companion banners, interactive widgets)

- webshop (both for subscriptions to the printed version and online access, or for other media & non-media products)

- contextual adverting (defining keywords in your editorial content or tag based)

- management of the display advertising across website, at the section level or at the article levels

- integration with all third-party delivering servers

- IAB compliance

System Scalability &
Enterprise-level Uptime Performances

The TreeXpress platform is build to support hundred of thousands unique visitors per day, with million of page impressions:

- redundant server architecture offering 99.9% uptime

- ability to detect usage patterns and to mitigate the traffic surges by allocating extra hardware resources or by suspending resource-consuming processes

- automated backup management

- proven record of stability (0 incidents in the last 3 years)

- complex page caching system in order to deliver the pages as fast as possible and with the minimum of resources

- integration with grid computing solutions (Amazon S3 and EC2)

- geographically-based resource allocation

- documented procedures that use the least-necessary computing resources both on the server-site and on the client-side

- real-time performance reports (Apache usage, MySQL usage, rich media bandwidth transfer) that allows to prevent slow-downs or other issues

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Technical info

The TreeXpress platform is object-oriented, being based on Zend Framework (the "official" platform of PHP5), and use the MVC (Model-view-controller) model.

The business logic is completely separated by the user interface, thus allowing flexibity in term of the front-end experience (In plane words you'll be able to change the graphic design easely ,if this is needed)

The database management system is MySQL 5, supporting various hardware architectures (one or multiple database machines, with/without load-balancers)

The front-end output is standard-compliant HTML4, rendered by all the current browsers (Firefox, Internet Explorer, Safari etc) and on all operating systems.

For some front-end rich interactions the TreeXpress platform uses AJAX elements.
Our implementations were certified by the IT security audits of our clients are being 100% hacker-proof and we didn't have any security incident on our implementations.

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Licencing info

The costs of the platform licensing and deployment varies given the fact every media company has is specific requirements.

The costs for the implementation are the following:

> 1 **Platform licensing costs** - depending on the number of modules needed (ex: video + text-based content or editorial content + community features etc), and the duration of the agreement
>
> 2. **Customization/deployment costs** – those are dependent on the number of work-hours needed to adapt the platform to your specific needs or to develop extra features for you
>
> 3. **Maintenance costs** – we are offering a 360 degree solution and this includes also the technical support/maintenance (performance monitoring, periodical audits, answering technical questions etc) if you don't have your in-house IT team or you prefer to outsource this activity.

The easiest way for you to determine the costs will be for you to send us an inquery, descrbing the project nature and complexity, the type of maintenance needed and the planed licencing period.

You'll be surpised to discover that the monthly total cost of ownership for the total lifycycle of the project (3-4 years) are less than the salarial costs of one