



broadcast interactive media

Product Updates Blog

July 2009

American Cancer Society Chooses YouNews™



Broadcast Interactive has partnered with the American Cancer Society to give survivors, supporters and their families the ability to upload content to the YouNews™ platform on local media websites. A *Relay For Life* homepage widget, plus a custom channel to house submissions was recently added to select affiliate websites, with an option to sell local sponsorships. YouNews affiliates also have the ability to promote and run this market-exclusive content on-air during newscasts, as well as display submissions on the station website. It's expected that the special *Relay For Life* opportunity will be offered to all YouNews affiliates for 2010.

YouNews/RFL 2009 Pilot markets were selected based primarily on event schedule and include:

[WKOW](#) (Madison), [KBJR](#) (Duluth), [KAAL](#) (Rochester), [KATU](#) (Portland) and [KVAL](#) (Eugene)

New Local Sales Programs = Summer Revenue

Broadcast Interactive Media's local sales programs are designed to quickly and easily launch verticals with your advertisers in mind AND bring in extra revenue. **Highlighted programs for July include:**

AUTOS supplies online users with up-to-date news, as well as a handy widget powered by VAST to help prospective buyers find new and used cars and trucks from a 13 million vehicle database. Example at [TV20Detroit.com/autos](#)

OBITUARIES gives local stations the ability to compete head to head with newspapers in a category the print media formerly dominated. Revenue is derived from selling sponsorships and other preferred listings. Example at [WBNG.com/obits](#)

Content Connector: Auto Ingest & Publishing of Feeds

Broadcast Interactive is pleased to announce an easy and affordable new service that automatically ingests and publishes third party feeds such as Reuters and Healthology. The BIM *Content Connector* is an application programming interface (API) that ties into your content management system (CMS) to pull in and publish RSS or XML feeds, thus eliminating the need for manual work or copying/pasting text. *Content Connector* requires a quick, one-time set up and "cost per thousand articles" will apply. Contact your TAP (traffic and project) Manager for more information, examples and service quote.

Got Game? FREE Custom "Gaming" Channel

Increase revenue, pageviews and unique visitors with the new Broadcast Interactive Gaming Channel! Let us hook you up with a custom weather game featuring **your** station branding, graphics and even news team headshots! [KCRG.com](#) recently added this fun feature and so can you. Contact your TAP Manager for more information on this revenue, traffic and free content opportunity and start building up your player base. *Please note: station will need to supply section name information, plus any graphics and logos for game customization.*



YouNews™ National Contest Schedule



Since launching on July 6th, the YouNews™ *Post Your Pet* National contest has proven to be wildly popular with over 1900 submissions received in less than three weeks. If we continue to track at this rate, *Post Your Pet* will be the biggest ever YouNews National promotion. Many thanks to our affiliates who have promoted the contest and sold in local sponsorships!

MARK YOUR CALENDAR: YouNews National Contest themes and dates:

Halloween: Oct. 16 - Nov. 6, 2009 Holidays: Dec. 14 - Jan. 8, 2010

New Options With 4.2 Video Player Release

On Monday, July 6th, Broadcast Interactive pushed a new video player live to the majority of partner websites. The 4.2 release contained code to allow stations to easily alter player color and controls. Adap.tv was also integrated, simplifying the targeting of ads and improving general ad serving applications. Contact your TAP Manager for more information or to discuss the new options for video player configuration.

CONTACT US: press@bimedia.net