

Welcome and thank you for watching Media Program Network's video tutorial, "CMS Overview." My name is MK Getler and I am the affiliate coordinator for MPN.

During today's tutorial I will walk you through some of the main features our CMS offers. We will begin by briefly discussing the following menus: the Dashboard Menu, the Content Menu, the Calendar Menu, and the Analytics Menu.

Let's begin by logging on.

You can access the admin site at the following URL: <http://admin.mediaprogramnetwork.com> . To acquire log in credentials, please contact us at contact@mediaprogramnetwork.com.

Upon logging in to the CMS, you automatically land on the Dashboard. (Dashboard)

The dashboard features three sections: Analytics, Weekly Elements and Next Week Elements. The analytics overview for your food page include: Visits, Unique Visits and Pageviews for the previous month. On the right, we also provide "Real Time" analytics that details what is happening on your food page at that exact moment in time.

Below the analytics are the Weekly Elements and Next Week Elements.

These sections provide the current week's three featured recipes as well as three teasers for the recipes to be featured in the following week.

Let's take a closer look at a recipe from the Weekly Elements. (Video Recipe)

Each video recipe, such as this video recipe for Biscuits and Gravy, has a Description, Ingredients and Instructions, Downloadable auxiliary Photo and QR Codes, and HTML for embedded codes. MPN provides three different types of embed codes: Video Embed, and two Video Buttons. To explain how these embedded codes should be integrated, let's take a look at how our affiliate, the Gloucester Daily Times, uses them in their lifestyle section:

As you can see in this article for the recipe video for Kale Pesto, the Gloucester Daily Times has directly embedded the recipe video into the article. This encourages their subscribers to watch the video while also encouraging subscribers to enjoy the article and "how to" photos which detail the steps of how to prepare this recipe.

The Gloucester Daily Times also uses the Video Buttons we provide. In this example for the cocktail Moscow Mule recipe video, the subscribers can read the article and recipe, examine the photos then click "Video Available" to watch the video. Once this "Video Available" Button is clicked, the subscriber is taken directly to the Food Page and the video automatically begins playing in HD.

Let's now look at two different ways to access our video library.

(Calendar)

We at MPN understand that food is trendy and also changes with the seasons. We take the time to select recipes that are seasonally relevant and relevant to current food trends. To access our calendar of suggested release date of our video recipes go to the calendar menu. The Calendar menu provides all of our previously released recipe videos from the past three years. This calendar provides their release dates as well as materials for print and online articles. Also notice that we release our videos two weeks in advance. This affords your staff the opportunity to work on layouts and articles far in advance.

(Content)

To access our full video library go to the Content Menu. Automatically, our database of over 600 recipes will display. To find a recipe, or a series of recipes with a similar ingredient, title or keyword, use the search box to perform a search for your recipe.

Also found in the content menu are our widgets.

(Widgets)

MPN provides your newspaper two types of widgets: a programmable media player and a slide banner widget. These two widgets are meant to be embedded in your internal pages. We encourage our affiliates to use these widgets on the home page, the lifestyle page, the sports page and the obituaries. These sections tend to have the highest amount of traffic, thus yielding the highest amount of visibility for your food page widgets.

Let's take a look at our affiliate, the Princeton Daily Clarion, in Princeton, IN, to see how they use our programmable Media Player Widget on their homepage:

(PDC)

As you can see, the Clarion has opted to feature the Media Player on their homepage. The media player widget is programmable and can feature recipes that coincide with a sponsorship, a local event, or a regional favorite delicacy.

Now, Let's now take a look at our affiliate in Astoria, Oregon, Coast Weekend. Coast Weekend has also chosen to display the slide banner widget on their home page. The slide banner widget updates weekly and features the newest recipes for that week.

(Settings)

Let's explore the Settings Menu:

Your subscribers have come to know and trust the overall feel and design of your website. Our goal at MPN was to create a CMS and a food page that allowed you to customize your food page to match your internal webpages exactly. Through our settings menu, you can customize the content displayed on the food page, such as the navigation bar, footer, and sidebar. Further customizations include a section for uploading RSS Feeds to integrate your existing food articles or bloggers. More recently we have added the ability to upload new designs and change the colors of the skins displayed on all of your video players.

The settings section also includes the Advertising section. The advertising section allows you to upload and manage your advertisement banners, ad network HTML and pre-roll advertisements. With over 600 recipe videos and nearly 3,000 text recipes, there is more than enough opportunity to generate revenue through advertisements.

(Analytics)

It's important to have a firm grasp on the performance of your food page. That's why MPN has as created a detailed and informative Analytics Section.

(Analytics)

From real time, daily, weekly and monthly visits, to geolocation, keyword searches, and most popular video recipes, our Analytics section gives you detailed insights to what's happening on your

food page.

MPN has worked hard to create a CMS that fits your daily needs. With a clean, concise layout, fast loading times, control over SEO and template customizations, detailed analytics AND access our full recipe video library, we at MPN have made sure to answer your need for a time saving and efficient CMS.