

# pixelbling

Overview for KTEN News



[www.pixelbling.com](http://www.pixelbling.com)

**User: kten**

**Password: pass12**

**Send Test Photos to: [kten@pixelbling.com](mailto:kten@pixelbling.com)**

## Graphics Solution



### **CG through the WEB. No Graphic Artist needed.**

For producers! Pixelbling can also bridge the gap for those early morning shows and those weekend shows that are NOT fully staffed with an Artist while reducing your creative cost. CG through the web, easy to use web app. There is NO complicated software to download or to learn and it is very easy for producers to use.



**Producer Friendly:** Producers can add text titles, body copy and images to their slides quickly.

**Multimedia Options:** Producers can screen, select and use Mobile Imagery when making decisions about what goes on the air. Quickly moving content received from viewers and the Internet to On- Air is the primary benefit of Pixelbling.

**Edit Graphic tools:** Producers can quickly edit any graphic in the Image Library.

**Custom Branded Graphics:** We create custom animated backgrounds for your TV stations which are automatically merged with Album play lists. This dramatically reduces turn-around time eliminating the need for Graphic Artists and CG Operators.

If you have other questions please send us an email at [info@pixelbling.com](mailto:info@pixelbling.com)

## Maximize User Generated Content (UGC)



### Access to viewer (UGC) photos instantly

- Easy to use web app. CG through the web.
- Quickly get content from YOUR viewers for On-Air
- Build a community of citizen journalists
- Crowd-sourced, real time News
- Maximize newsgathering resources

### \*The Smart Phone

Nearly half the U.S. Population use smart phones and that's over 130 million smart phones in use. The majority of the mobile phone imagery submitted to local News outlets are weather and event related. The beauty of phone photography is the speed & versatility. All this User Generated Content (UGC) can be accessed and compiled with your brand, On-Air and Online using Pixelbling while generating revenue.

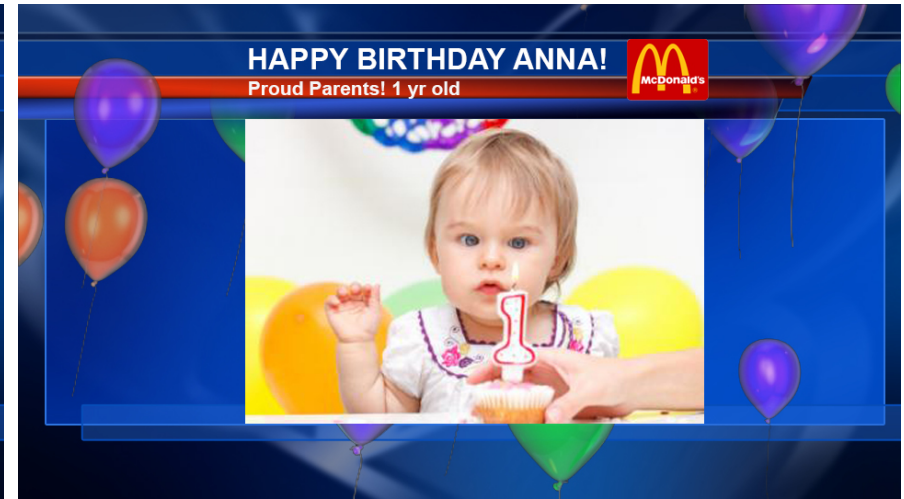


## Generate Revenue



### Generate revenue through sponsorship

- Promote weather brand
- Easy to tag any sponsored logo to a full screen
- Monetize content through advertising and sponsorships
- Sponsor multiple channels like Weather, Birthdays and Local events



### Monetization Opportunities:

#### •Channel Sponsorship:

Channels can be sold separately or on a run of site basis. Ad sizes and graphics are totally customizable. Increase value for your advertisers by providing targeted demographics. Weather, News, Sports, Kids, Pets...or create a campaign specific channel.

•**Contest:** Sponsored Contests allow your sales team to create fun, interactive marketing packages that build client-customer relationships. Registration data can be tailored to build a valuable database of qualified leads. Rules and terms of service are determined by you and your clients.



# Engage Your Audience



Engage and grow your audience through local events. Brand specific channels like:

- Severe Weather
- Birthdays
- Sporting Events
- Contest



## \*Custom background or template

Pixelblinking can customize an animated background template that reflects the style guide of your news station or business. We have seasoned professional graphic artists that understand News Formats. You can send us the backgrounds, or our designers can make one for you. Just send us your request at [info@pixelblinking.com](mailto:info@pixelblinking.com) or use the Submit Request page. It would also help if you could attach a jpeg or PSD so that we can design according to your style guide or color palette.

# Template Examples

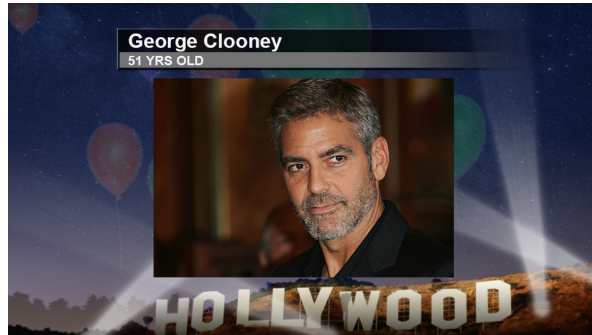


Here are 6 templates that come with the advanced package: We can also create custom templates with your on air style or anything that will fit your needs.

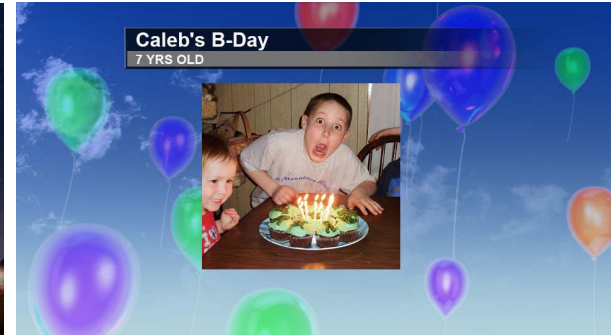
### Weather



### Celebrity Birthdays



### Birthdays



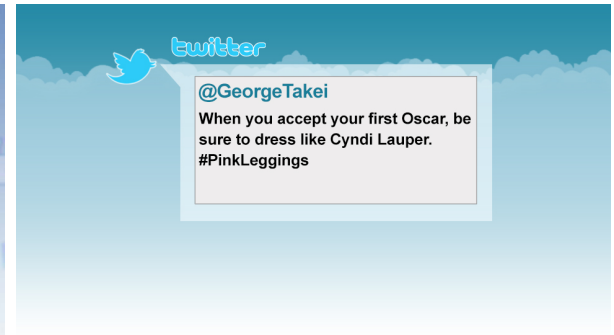
### Mug shots



### Facebook



### Twitter



Send us an email [info@pixelbling.com](mailto:info@pixelbling.com)