pixelbling

Overview for WBIR

Maximize User Generated Content (UCG)

pixelbling

10 WBIR-TV

Access to viewer (UGC) photos instantly

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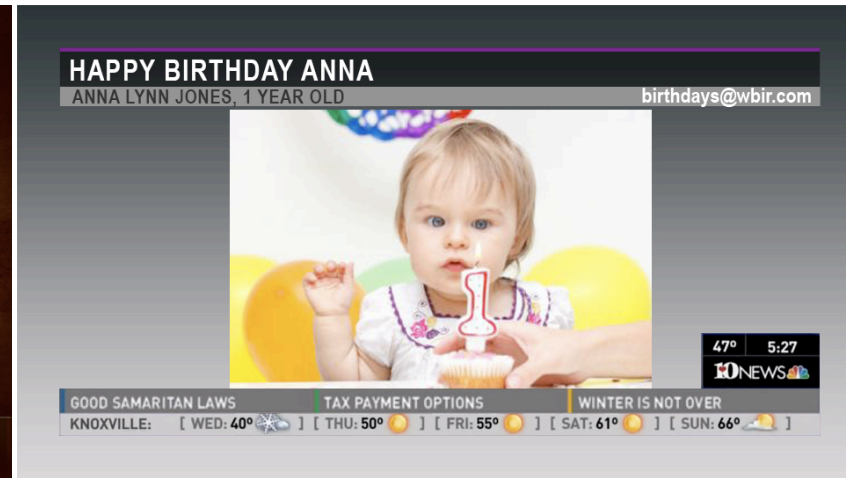
•**Contest:** Sponsored Contests allow your sales team to create fun, interactive marketing packages that build client-customer relationships. Registration data can be tailored to build a valuable database of qualified leads. Rules and terms of service are determined by you and your clients.

Engage Your Audience

Engage and grow your audience through local events

- Severe Weather
- Sporting Events
- Birthdays
- Contest

HEAVY TRAFFIC
INTERSTATE 40
weather@wbir.com

10 HD
4:40 49°

VENTS: 10 THE JUNIOR LEAGUE OF KNOXVILLE'S 27TH Community Events

HAPPY BIRTHDAY ANNA
ANNA LYNN JONES, 1 YEAR OLD
birthdays@wbir.com

47° 5:27
10NEWS

GOOD SAMARITAN LAWS   TAX PAYMENT OPTIONS   WINTER IS NOT OVER
KNOXVILLE: [WED: 40°] [THU: 50°] [FRI: 55°] [SAT: 61°] [SUN: 66°]

TENNESSEE VOLS FOOTBALL
UNIVERSITY OF TENNESSEE, KNOXVILLE
ut@wbir.com

47° 5:27
10NEWS

GOOD SAMARITAN LAWS   TAX PAYMENT OPTIONS   WINTER IS NOT OVER
KNOXVILLE: [WED: 40°] [THU: 50°] [FRI: 55°] [SAT: 61°] [SUN: 66°]

SPRING HILL ELEMENTARY
3RD GRADE CLASS
class@wbir.com

CLASS OF THE WEEK

47° 5:27
10NEWS

GOOD SAMARITAN LAWS   TAX PAYMENT OPTIONS   WINTER IS NOT OVER
KNOXVILLE: [WED: 40°] [THU: 50°] [FRI: 55°] [SAT: 61°] [SUN: 66°]

*Custom background or template
Pixelbling can customize a background animation or template that reflects the style guide of your news station or business. We have seasoned professional graphic artist 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@pixelbling.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.

Graphics

No Graphic Artist needed

Pixelbling can 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. There is NO complicated software to download or to learn and it is very easy for producers to use.

Multi Media Options: Producers can screen, select and use Mobile Imagery when making decisions about what goes on the air. Quickly getting content from the viewers, Internet to Air is the primary benefit of Pixelbling.

Edit Graphic tools: Producers can quickly edit any graphic in the image library.

Font Entry: Producers can add text titles and body copy to their slides quickly.

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

If you have other questions please send us an email at info@pixelbling.com