

HUB

With TV's audience fragmenting, many people spend more time online than they do watching TV. HUB enables you to deliver original, eye-catching, creative content directly to the consumer's computer desktop and also enables consumers to share their experiences – for a fraction of the cost of TV advertising.

How It Works

Users download a small application (applet). On installation the applet connects to a remote server which delivers content to the consumer as and when it becomes available. Depending on the specification of the applet and your content management system, your consumers have the chance to set up preferences on the content they wish to receive. The applet can featured tabs for ease of use and because it is flash based it can be almost any design you wish.

What Can HUB Deliver?

HUB can deliver the following content to consumers.

Video	Chat room or MSN/Yahoo style chat
Music	Downloads – including images, wallpaper, and screensavers
News and information	Click to buy – subject to DRM
Artist diary updates	External links, alternative applet skins and games

If you have something else in mind, which is not listed above, let us know – it may well be possible.

Completing the Loop

HUB also enables consumers to share their experiences. As well as the ability to chat with others, consumers can upload images, video files, video chat, send content to friends and register for exclusives. Flash Lite enabled phone users are also able to download and upload content to their mobile.

Content Management

All content is managed by you. The Content Management System (CMS) enables you to upload the content as and when you wish to deliver it to consumers.

The CMS is designed according to your specification – based on what you want to deliver to consumers. This could simply be the ability to upload content for one specific artist, or the ability to upload and distribute content for selected artists on a label, or an all-encompassing CMS where you can add artists to the system when desired and upload relevant content for all artists on all labels. The CMS also gives you control over consumer uploads – you can view the content created by consumers and choose the most appropriate content to deliver to all consumers.

You can monitor the content viewed by consumers. This provides you with vital feedback on what content is the most popular with consumers, which in turn enables you to determine which artists are suited to specific types of content.

Crucially, the CMS also automatically updates the desktop applet software – including skin updates.

With HUB you have complete control and flexibility over what content is delivered, to which target markets and when it is delivered.

Delivery

Delivery of the applet and CMS is very much dependent on your specification. If a simple specification is required involving just one or two artists we would hope to deliver the finished applet and CMS within 8 weeks. If your specification is more complex, involving multiple artists and a CMS which in-house users can add artists to – we would hope to deliver such a project within 12-16 weeks. We are able to deliver projects to tighter deadlines, however this involves a greater number of man hours and thus may be more costly.

For more information on Concoction and HUB please call 0207 871 6770
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