

Challenges Faced by Online Publishers

- Distributing content and applications to new users
- Reaching users on different platforms
- Cutting “time to market” with instant, cost effective distribution
- Engaging users with sticky content while keeping brand awareness
- Letting users personalize their experience to increase retention

Conduit Solution

- Free access to rich libraries of more than tens of thousands of apps
- Instant publishing, immediate exposure across many platforms
- Distribution to a massive global network of millions
- Advanced customization for publishers and users
- Personalization capabilities for any type of content

The Conduit Marketplace Delivers Results for Web Publishers of All Sizes

Web users today consume content and interact with each other online in more ways and on more platforms than ever. Publishers can offer their users easier access to the content they need and want and get better engagement rates and exposure to their brand. As part of the Conduit Open initiative, the Conduit Marketplace was designed to address these needs and allow online publishers and developers to share and deliver their branded apps to millions of users across different platforms.

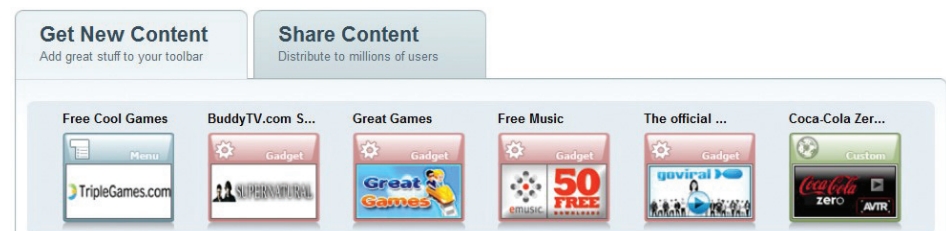
Publishers of all sizes can access the Conduit Marketplace and share their content with more than **200,000 other publishers and 60,000,000 users** that are part of the massive, rapidly-growing and global Conduit network, thus getting a unique opportunity to expose their content to millions of new subscribers.

The Marketplace not only offers a cost-effective way for content owners to find new users, but also allows other publishers and their community members to easily access content that they like and interact with already, including many of their favorite brands. Since its launch in June 2009, **tens of thousands of apps** have been shared in the Marketplace with **millions of user interactions** recorded per day.

Get More Users

By sharing their branded app in the Conduit Marketplace, publishers can expose their content and applications to 200,000 other publishers that are part of the Conduit network. Peer publishers can access the content and add it to their own custom conduit, creating a richer offering that can be shared immediately with their user base, facilitating the delivery of content to thousands or even millions of new users. At the same time, more than 60,000,000 users in the Conduit network can access the same content **directly** and add it to their custom applications on various platforms with a simple click.

The Marketplace solves the distribution problem faced by developers and publishers that offer great content but struggle to reach the appropriate audience. In the Marketplace, such content providers can get exposure and distribution to millions of new users. Think of the possibilities: a publisher in the gaming industry has a community member that may also be a proud fan of a local sports club. This community member can access and add his or her favorite clubs’ up-to-the-minute scores app offered in the Conduit Marketplace, thus becoming a new user for the sports focused publisher while staying exposed to his favorite gaming content and brand.



Get More Users and Share Content in the Conduit Marketplace



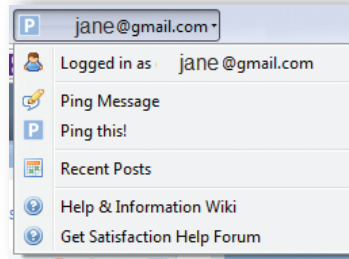
“Working with Conduit, we solved a major business problem. The Conduit Network represents a massive distribution opportunity to us and it’s totally turnkey.”

Sean McCullough
Founder and CEO
Ping.fm

Exposure to New Users

- Ping.fm was able to increase interactions 25% over 6 months
- More than 105,000 users have engaged with the eMusic app
- In less than a few weeks, over 15,000 users have added the ShareThis app

Ping.fm sought a way to increase distribution of their social media-sharing application. Using the Conduit Platform, they were able to get the exposure they wanted. Ping.fm has a Marketplace app that allows users to log into their account and ping all social networks simultaneously with news and updates, as well as connect users to recent posts. By adding the “Ping This!” app to the Marketplace, Ping.fm was able to **increase interactions 25% over 6 months** and get exposed to thousands of new users.



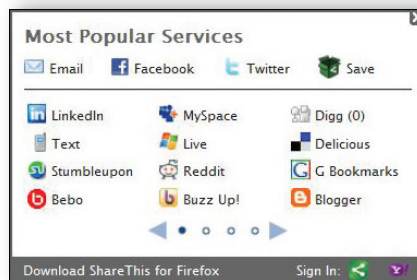
Ping.fm’s Marketplace App

“Working with Conduit, we solved a major business problem. The Conduit Network represents a massive distribution opportunity to us and it’s totally turnkey,” said Sean McCullough, founder and CEO of Ping.fm. “Sharing our service with the Conduit Network is more effective than a hundred marketing and distribution deals.”

One of the most popular apps in the Conduit Marketplace, the Free Music app by **eMusic** gives users access to a new free music download every day. To date, **more than 105,000 users** in the Conduit network have engaged with the eMusic app. eMusic is able to drive traffic to their online properties via the app thus leveraging the free distribution to deliver their content and brand with little effort. The additional traffic also generates new revenue streams for the company with every conversion of random visitors to registered subscribers.



eMusic’s Marketplace app



ShareThis’ Marketplace App

The **ShareThis** app provides users with the ability to share content from any page on the web with a simple click. In less than a few weeks, **over 15,000 users** have added the ShareThis app to share their favorite pages and comments across the web with their friends using Digg, StumbleUpon, Twitter, Facebook and other networks or through popular platforms such as TypePad or Blogger. The app offers advanced functionality that is seamlessly integrated via Conduit’s rich APIs to deliver an excellent social experience to publishers and users.



“Conduit’s powerful platform enables easy delivery of the site’s latest content – users can now interact with the applications and information right in the browser window. We don’t have to maintain any software and the users have all our best features available at the touch of a button.”

Nick Simonov
Co-founder and President
Farlex, Inc.
Publisher of TheFreeDictionary.com.

Conduit Marketplace’s Popularity Since Launch

- Tens of thousands of apps have been added to the Conduit Marketplace in less than 6 months
- The Free Cool Games app yields over 100,000 actions per day by individual users
- Over 150,000 users connect using Skype every day using an app created by Marketplace publisher ‘Useful Tools’, which launches the application right from the conduit

Get More Content

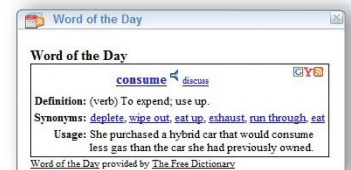
The Conduit Marketplace allows publishers to better engage their community members by adding fresh, useful and engaging content from thousands of apps and channels created by their peer publishers and other content providers. By adding more content from the Marketplace, publishers can enrich their offering and make sure their subscribers always get the content they want, whenever and wherever they are online.

The Conduit Platform makes it easy for web publishers or developers to take any type of content from their site and turn any feed, menu, content or application into a sharable Marketplace app. apps can include videos, rich content, software plug-ins and can easily be uploaded by the publisher and instantly shared with members of the Conduit network.

Adding popular and “sticky” apps such as social networking tools, news, video or even weather and email notifications to the conduit allows users to interact with branded content more frequently by providing them a way to access information they find valuable. **Tens of thousands of apps** have been added to the Conduit Marketplace to date, including some of the following:

TheFreeDictionary.com’s Word of the Day app

is one of the most popular applications for both users and publishers in the Conduit Marketplace. With over **25,000 users**, Word of the Day presents a new English vocabulary word every day.



TheFreeDictionary.com’s Marketplace App



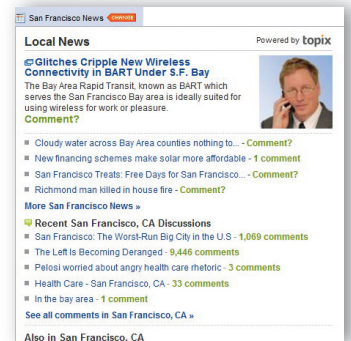
San Diego Zoo Marketplace app



The San Diego Zoo app

allows users to view the happenings of popular zoo residents, including live video streams of pandas, elephants, apes and polar bears. Over **20,000 members** of the Conduit network engaged with the San Diego Zoo’s app in its first 30 days in the Marketplace.

Topix offers a Marketplace app that supplies local news by zip code. Users can customize their daily news and get immediate access to local or long-distance news, events, real estate, traffic and weather. Over **15,000 users** have added the app to **stay up-to-date with the changing community landscape.**



Topix Marketplace App

Big Brands Get Instant Results with the Conduit Marketplace

With its massive distribution and powerful reach, the Conduit Marketplace is becoming a lucrative channel for brands and marketing agencies that seek for innovative and effective delivery solutions.



Video marketing company **Mediatronica** leveraged the **Conduit Platform** to deliver a variety of shareable Coke Zero-Avatar video applications in the weeks leading up to Avatar's opening day December 18, 2009.

Mediatronica's first application in the Conduit Marketplace offers powerful brand engagement and lets users edit and remix the new Coke Zero Videos inspired by James Cameron's new movie Avatar. In its first two weeks in the Conduit Marketplace, Mediatronica's app **was exposed to over 1 million users in the Conduit network in its first 24 hours, and 7 million additional users in the following 3 days.**



Coca-Cola Zero Shares a New Product and New Technology in the Conduit Marketplace

The Conduit Marketplace provides an opportunity for publishers to distribute their content to millions of users and thousands of publishers. By adding their apps and applications to the Marketplace, publishers can increase exposure and distribution to users delivering unique, branded content to users wherever and whenever they are online. To date, thousands of publishers have joined the trend and hundreds more are joining every day.

**To get your content in front of millions,
visit <http://www.conduit.com/>.**

A B O U T C O N D U I T

Conduit enables web publishers to distribute their offerings directly and through its global network of more than 200,000 publishers and their 60 million users. Conduit is the inventor of the SaaS platform that allows web publishers to create and distribute their content and products on a custom community toolbar using all the leading operating systems and Internet browsers including Internet Explorer, Firefox and Safari. The free, powerful Conduit platform has earned the prestigious TRUSTe Trusted Download certification. With the Conduit Open™ initiative, launched in 2009, Conduit is creating new distribution opportunities by simplifying the sharing of content and applications via community toolbars across the World Wide Web. The platform has been adopted by major brands such as Fox News, Habbo, iWin, Major League Baseball, NHL teams, Softonic, TechCrunch, and Travelocity, as well as thousands of small and medium organizations in 120 countries around the globe. If you want to Conduit Your Site, visit: www.conduit.com.