



### About TV Guide Digital

- www.tvguide.com
- New York, NY
- TV Guide Digital includes TVGuide.com and TV Guide Mobile. TVGuide.com reaches more than 23 million unique visitors per month and is a one-stop entertainment destination for online television, news, community and TV listings.

### Goals

- Enable online users to access TV Guide Digital's products regardless of the device users have with them
- Build a new revenue stream through mobile properties

### Results

- 3 million app downloads across Android, iPad and iPhone

*"We took our time to get the app right - we have loyal customers with high expectations and made sure the app met those customer needs prior to launch. We achieved 3 million downloads with minimal advertising investment by leveraging our existing properties to promote the app."*

**— Christy Tanner, General Manager, TV Guide Digital**

## TV Guide Digital's early expansion into mobile opens up new revenue stream and provides new ways to engage with consumers

Years before the launch of the iPhone, TV Guide Digital made its foray into mobile by launching a WAP site. By October 2009, the company decided to invest more in mobile by creating their first iPhone app. In just six months, this free TV Guide app proved to be a success with over 1 million downloads. By August 2010, TV Guide Digital added Android and iPad apps to their portfolio and the company continues to see new opportunities for growth in mobile. Christy Tanner, General Manager of TV Guide Digital, shares insights gained from the experience to help other online companies exploring mobile as a new way to reach and engage with users.



### Figuring out what mobile users want

One of the first lessons TV Guide learned was that mobile users expect frequent and fast updates. Christy Tanner points out, "our development cycle on mobile is almost as fast as our online business as we are constantly providing new content and features to keep users engaged." The company was surprised to see that customers and advertisers expect the same features in the app that they have on the website despite the smaller screen. However, Tanner exclaims, "the feedback loop for a mobile app is much better than on the web. By monitoring ratings and reviews we were able to promptly identify the features that customers expected in the app. This instant feedback is a powerful tool that anyone developing on mobile should use to their advantage."

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## About AdMob

In May 2010 Google acquired AdMob, a leading mobile advertising network that serves billions of mobile banner and text ads a month across a wide range of leading mobile websites and applications. AdMob helps advertisers connect with a relevant audience of consumers on mobile devices and gives publishers the ability to effectively monetize their mobile traffic.

For more information, visit:  
[www.admob.com](http://www.admob.com)

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*"If mobile can help you better engage with your customers, then don't wait. Get your feet wet so when you want to go big in mobile you will be better prepared. With ad networks, such as AdMob, you can monetize almost instantly, so why not do it?"*

*— Christy Tanner, General Manager, TV Guide Digital*

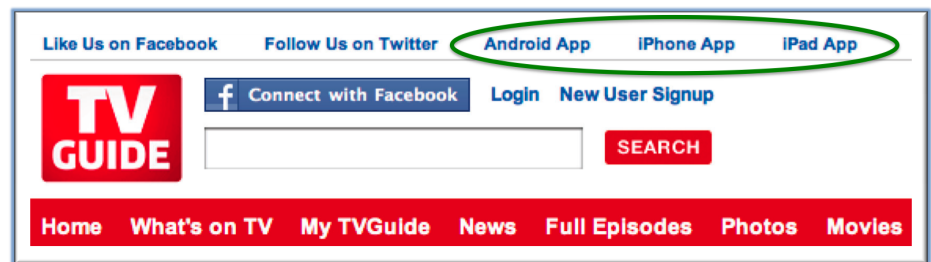
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## Ad networks complement our direct sales efforts

Mobile quickly became a new revenue stream for TV Guide Digital and continues to show strong growth. The company uses AdMob's AdWhirl solution to mediate between ads that come from their sales teams and ads from the AdMob network to ensure that all ad requests are filled. Tanner notes, "selling mobile ad space is still relatively new for our ad sales teams, so it is great to have the AdMob network to rely on when we have unsold inventory. AdMob is currently giving us the highest eCPMs of any ad network we work with and the customer service has been great."

## 3 million installations with minimal advertising spend

When the iPhone launched, the power of the platform and its reach provided TV Guide Digital with a logical way to extend their product offering through a mobile app. TV Guide wanted their online users to be able to access their useful and informative products regardless of what device users have with them. In order to build mobile into a new distribution channel to reach consumers, TV Guide Digital leveraged their existing online properties to promote the app. This proved to be a successful yet economical way to build a strong mobile user base and allowed the company to focus resources on improving the existing app and building for new mobile platforms such as Android and iPad.



## Synergies with the existing online business

"We knew that mobile was an exciting new distribution channel to explore, and the growth of our apps has far exceeded our expectations. The growth of our mobile properties is encouraging as we explore additional opportunities to create new products that are at the forefront of innovation in our industry," Tanner continues. By allowing consumers to access TV Guide's content on multiple devices, the company creates a stronger relationship with existing online users and has even acquired new customers through their mobile properties. In 2011, TV Guide Digital is excited to build upon mobile as a new customer acquisition channel.

## Building a sustainable mobile business

TV Guide Digital finds that, although many customers are drawn to the app to access television listings on-the-go, it is the daily content updates that continue to engage customers and keep them in the app. In order to retain these customers, TV Guide needs to continually update this content, so an ad-supported business model made sense to monetize this content. TV Guide Digital uses ad networks such as AdMob to optimize this revenue opportunity. In looking ahead, Tanner comments, "mobile is already a big part of our business, but the challenge is figuring out how to support both online and mobile content. Ad networks, like AdMob, make it easy for us to explore mobile and monetize it now, but we hope to see more parity in monetization between online and mobile in the future."