



High-performance cloud-based CMS ideal for media websites

# Media Weaver

September, 2019

Japan Business Press Co., Ltd.  
<https://mediaweaver.jp>



## To everyone who would like the following

- ◆ More flexibility in making changes to your website
- ◆ Ability to handle heavy traffic better, powerful security measures, and painless server updates
- ◆ Active incorporation of useful elements found in other forms of media
- ◆ Quick launch of services such as a member-exclusive website

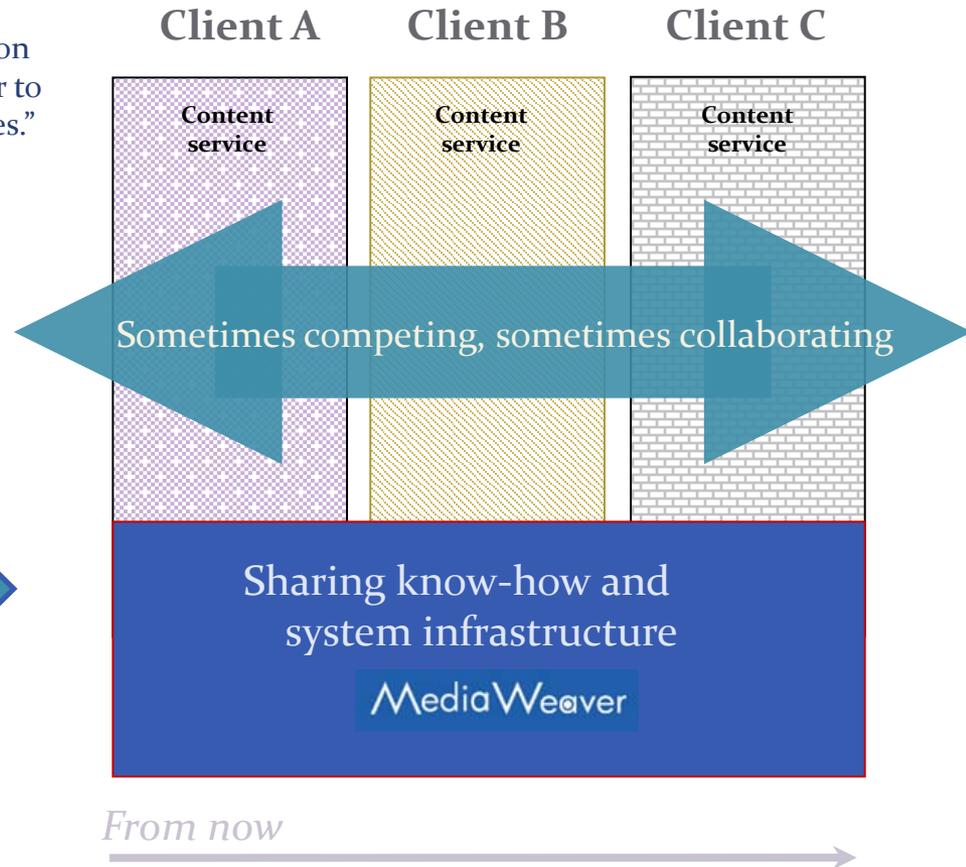
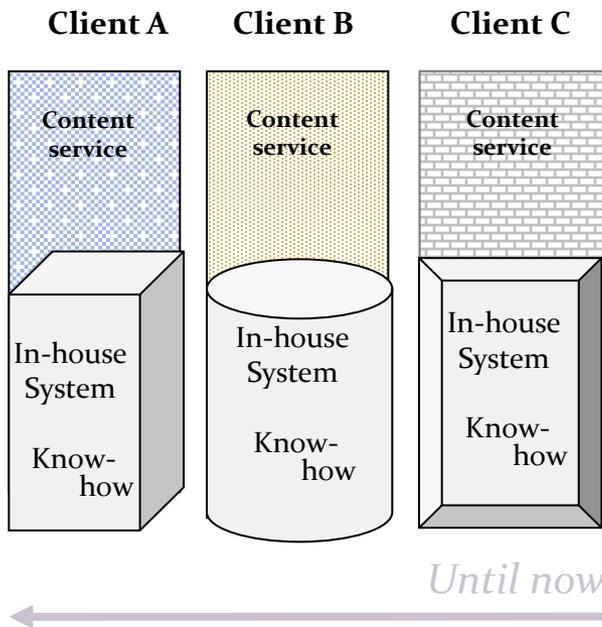


If you desire any of the above, our service may be what you are looking for.



# Our Mission

Our company was founded in 2008 mainly by members with experience in editing, advertising, and systems operations in the publishing industry. We offer services such as website construction and operational support as well as monetization support in order to achieve the “co-existence and co-prosperity of media and websites.”





## What's Media Weaver?

### ◆ High-performance cloud-based CMS ideal for media websites

Media Weaver is a cloud-based service that has been developed to support the construction of media websites.

Although it can be considered a CMS, it is different from other CMS that have been developed for use by personal blogs and simple corporate sites in that our service is continuously evolving to meet the demanding requirements unique to media websites.

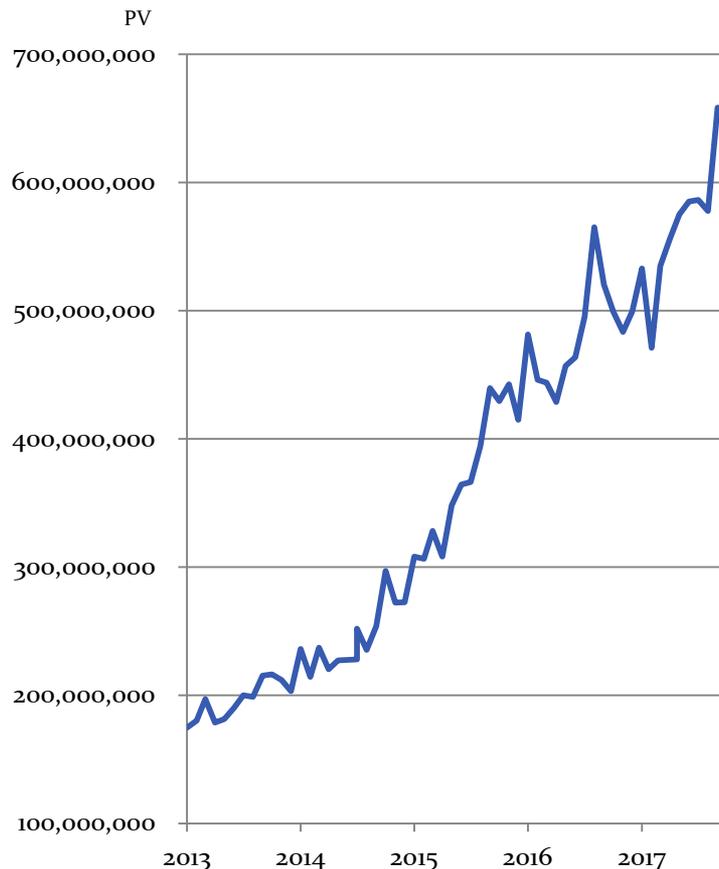
### ◆ Uniquely adapted to the use of extensions such as general database features

In addition to its basic features as a CMS, our service offers extensions such as database features that can be used for general purposes as well as management features that can be flexibly customized to support the growth of your website.

### ◆ The total page views of websites that use our service have reached 1.008 billion per month

Our service has been adopted by around 50 different media websites, most of which by publishers, with total page views of around 1.008 billion per month\* and a unique browser count of around 205 million.\*

\*As of September 2019





# Who Uses Media Weaver? Our clients

We are currently serving around 50 media websites which mainly belong to publishers and newspaper companies. The six newspaper companies using our service are Okinawa Times, THE FUKUI SHIMBUN, Saga Shimbun, The Tokushima Shimbun, Shimotsuke Shimbun, and The To-o Nippo Press(in order of adopting our service).

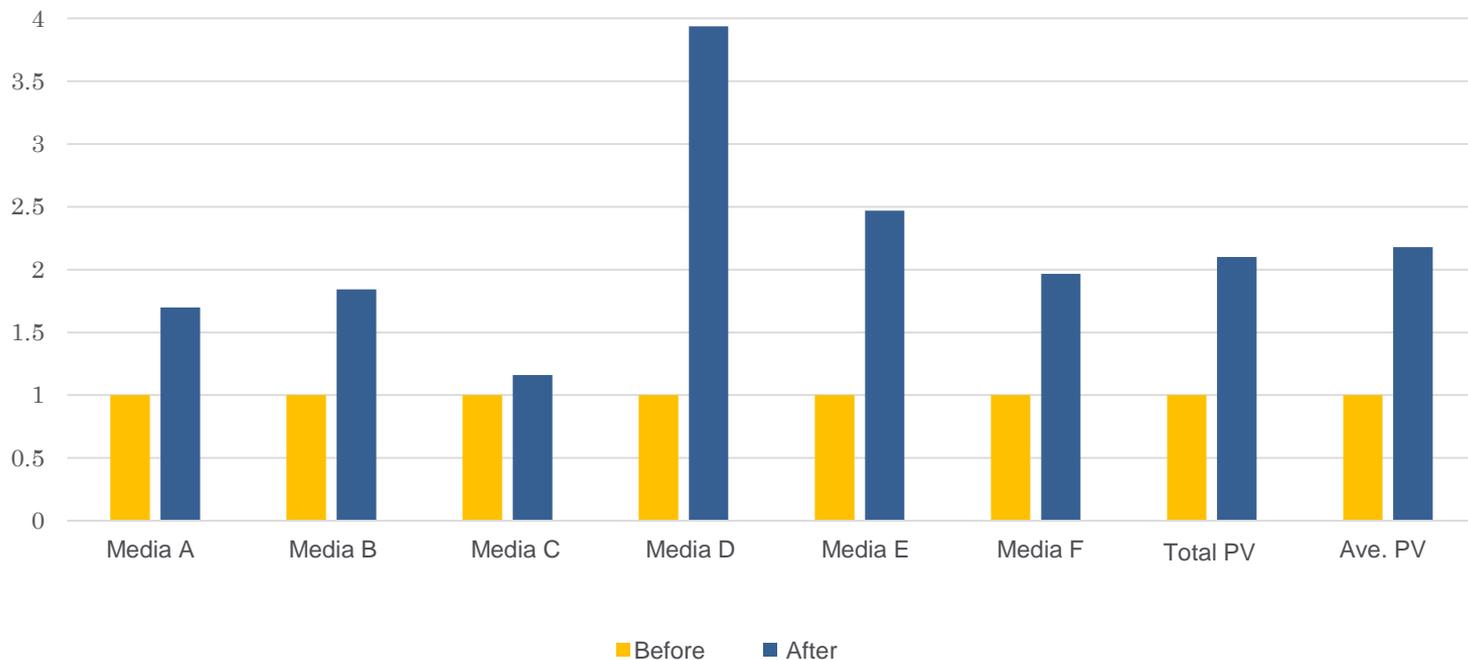




## Site access statistics before and after using Media Weaver

We can compare the average monthly pageviews for the 5 months immediately prior to transitioning to our service with those for the same period in the following year. Comparisons are only made for websites that have adopted our service for more than 1 year and where a direct comparison can be made between the pageviews of the new and old websites.

Total PV : total pageviews for each website over time Ave.PV: Average rate of growth for each website





## Unique features of Media Weaver

Unique for giving our clients a “headstart in setting up their website.”

※ Our service possesses many basic features and services required by most media outlets, which results in enhanced efficiency in both developmental and operational aspects.

Customer original construction

Service

- Site Layout /design
- Original customization
- Consulting

Common infrastructure

Software  
(Media Weaver)

- Content management system
- Advanced service
- Product development functions  
Ex)Cooperation function with Newspaper company .

Infrastructure

- IJ infrastructure (line, hardware, software)
- 24 hour 365 days operation monitoring
- Security diagnosis, DDoS, CDN, etc.



# Why Media Weaver?

Reasons to choose

- ◆ Powerful infrastructure that can support more than 100,000 users simultaneously accessing the website and millions of views per hour
- ◆ Cloud-based service that comprises a set of operational and surveillance features such as security protocols



## Technical support

Using IJ infrastructure, monitoring with security diagnostic tools, security patch support, DDoS countermeasures, CDN provision etc.

CMS extension function, general-purpose database function, developer function, Membership site function etc.



- ◆ Highly flexible and extendable due to the general database features available with easy website-specific customization
- ◆ Committed to the “best practices” based on our extensive experience in constructing and running many media websites



## Advantages of our clients

Avoiding potential lost opportunities during heavy site traffic, expansion of content, improvement to site layout, increased focus on online operational planning, etc.

Flexible site maintenance, incremental expansion of services, choice of what is ideal for your company based on a wide selection of available options, etc.





## Primary features

### ◆ Basic features of CMS (Page 5 of Guidebook)

Posting of content can be carried out on an interface that resembles a word processor. Even complex layouts that include images can be easily generated.

### ◆ Extended features of CMS (Page 8 of Guidebook)

The expansion of management features and customization, such as free addition of data categories specific to your website, can be easily accomplished.

### ◆ Database features (Page 10 of Guidebook)

You can freely manage data of your choice including books, stores, companies and organizations, people, etc., and easily add a search function to your website.

### ◆ Developer features (Page 11 of Guidebook)

We offer a website development support environment that is compatible with the version-control system “Git.”

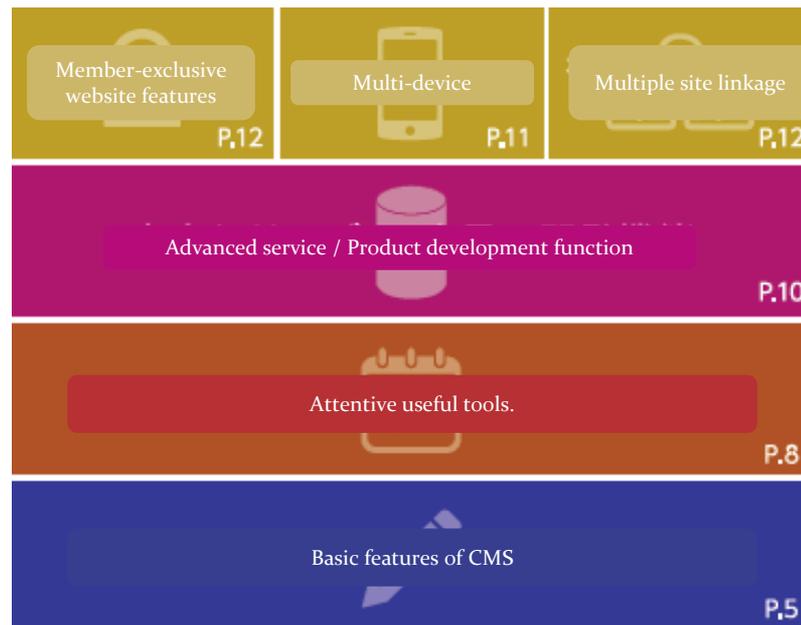
### ◆ Member-exclusive website features (Page 12 of Guidebook)

You can construct a member-exclusive website that is linked to the system infrastructure of Company Kyodo News, etc.

### ◆ System infrastructure and operational surveillance (Page 14 of Guidebook)

Our cloud-based service adopts IJ infrastructure and we also offer operational surveillance services as part of a set.

## Basic features of CMS





# Utilizing our “Media Weaver”

## ( 1 ) Database features

You can manage not only articles, but also stores, people, photographs, and various other kinds of data

あなたのサイトを、おもしろいままに。

(2)検索画面のイメージ

グルメカテゴリで探す

エリアで探す

地図のスタイル

(3)結果表示のイメージ (Google Map連携)

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なに着る? 検索

検索条件: 通勤 × シャツ・ブラウス

(1)管理画面のイメージ

(4)結果表示のイメージ(一覧画面)

## ( 2 ) Developer features

You (or your website development partner) can perform modifications to the website without the need for any third party.

MediaWeaver STUDIO

OPERATION MANUAL TUTORIAL FEATURES REFERENCE Q & A SAMPLES

スマートパーツとは?

サイトの更新作業を支援するツール群

Media Weaverが提供するサイト更新支援ツール「スマートパーツ」の利用法や機能について記しています。

Media Weaverは、サイトの更新作業を簡単に行える「スマートパーツ」と呼ぶ機能を提供しています。これは、サイト内の各ページの特定の部分を切り出し、技術者でない方でも変更できるようなする機能です。修正した内容を指定した日時に、自動的に切り替えることもできます。

例えばトップページの主要記事ピックアップ部分、特設ページ・書籍・セミナーの告知、各種の広告、などを予め複数種類のスマートパーツを登録しておき、それぞれに公開開始日時、公開終了日時を設定できます(下図)。

(1) ファイルブラウザ

(2) エディタ



## Examples of interoperability and features

### ◆ Linking with newspaper production systems

⇒ The output data from newspaper production systems can be automatically captured (automatic importation of data from the news packs of Company A is also possible).

### ◆ Efficient management and operation of many special-feature websites

⇒ Our service allows for the efficient management and operation of special-feature websites (that have been specially set up) whose designs differ from news websites such as “Sinbutsunokatachi” or “Niwahoubeiki.”

### ◆ Membership management of Kyodo News

⇒ Access to authentication, viewing restrictions, and billing based on linking up with Company’s A membership management system, which was established by drawing on our experience in building similar systems for other regional newspaper organizations.

### ◆ Other media outlets (distribution to external parties)

⇒ Streamlined distribution operations in KD format (47NEWS, Nordot, etc) , medium Yahoo!news, SmartNews, on digital signage, etc.

### ◆ Efficient use of templates (skins)

⇒ Provision of development environment



# Thank you very much!

If you have any questions, please feel free to contact us

