

Innovative.

Targeted.

Timely.

Vivid.

Relevant.

Visualization Publishing Service

Blytic
www.blytic.com

Compelling.

Simple.

Integrated.

Visualizations Inform Your Readers

Embedded interactive visualizations have the power to draw your reader deeper into your published content taming complex data and making informative trends pop from the browser page.

The screenshot shows a news article from the Christian Science Monitor titled "Home prices: Where's the market headed?". The article discusses the housing market's recovery and includes an interactive line chart titled "S&P/Case-Shiller Home Price Index".

S&P/Case-Shiller Home Price Index

Year	Index Value	Annual Change (%)
2007	151.83	-14.46%
2008	137.40	-9.44%
2009	125.15	-4.47%
2010	135.40	8.52%
2011	151.11	15.61%
2012	168.82	15.81%
2013	188.82	15.81%
2014	208.82	15.81%
2015	228.82	15.81%

The chart shows a significant dip in 2008 and 2009, followed by a steady recovery through 2015. The article also includes sections for "Most Viewed" and "In Pictures" with various news snippets.

Visualizations Offer Unique Advertising Opportunities

- **Crisp, simple and relevant visualizations create remarkable storytelling capacity**
- **Readers spend more time enjoying the content**
- **Translates into additional Ad revenue:**
 - **Expanded return on existing Ad placement**
 - **New 'visualization specific' Ad placement opportunities**

Innovative Content with Integrated Advertisements

Our embedded interactive visualizations are dynamically matched to your content and features advertisement integration that creates a unique opportunity for placing ad content in an appealing location for reader attention.

The screenshot shows a Mozilla Firefox browser window displaying a news article from CSMonitor.com. The article title is "Home prices: Where's the market headed?". The main content includes a paragraph about the housing market's recovery and a question about regional performance. A large, interactive chart titled "S&P/Case-Shiller Home Price Index" is embedded in the article. The chart displays the Index Value (left axis, 83.97 to 226.02) and Percent Change Monthly and Annual (right axis, -19.45% to 20.51%) from 1999 to 2010. The chart includes data for Monthly Change (green), Annual Change (orange), 10-City Home Price Index (blue), and U.S. Recessions (yellow shaded areas). Below the chart is a text block explaining the S&P/Case-Shiller Home Price Indices. An advertisement for Ameritrade is integrated below the text. Further down, another text block discusses the recession's impact on metro areas, followed by a "FREE daily e-mail newsletter" sign-up form. The browser's address bar shows the URL: http://www.csmonitor.com/Business/2011/02/10/Home-prices-Where-s-the-market-headed. The browser's status bar at the bottom indicates "Transferring data from stat.flashtalking.com...".

Home prices: Where's the market headed? - CSMonitor.com - Mozilla Firefox

http://www.csmonitor.com/Business/2011/02/10/Home-prices-Where-s-the-market-headed

Home prices: Where's the market headed?

moment - positive out not a rip-roaring pace given the roughly a million jobs lost during the recession. The big question is whether the lift from an improving economy will be offset by two negative factors, the drag of rising mortgage rates and the glut of distressed properties for sale.

Are there some regions of the country where the market is better than others?

S&P/Case-Shiller Home Price Index

Monthly Change Annual Change 10-City Home Price Index U.S. Recessions

Index Value

Percent Change Monthly and Annual

The S&P/Case-Shiller Home Price Indices are the leading measures for the US residential housing market, tracking changes in the value of residential real estate both nationally as well as in 20 metropolitan regions.

AMERITRADE Institutional

GO INDEPENDENT WITH TD AMERITRADE. [START NOW](#)

The recession brought weakness to nearly all metro areas in the United States, but not in equal degrees. Some are now seeing prices rise. Yun pegs Washington, D.C., as America's strongest housing market, thanks in part to being "stimulus central," with lots of government contracts creating jobs.

1 | 2 Next

Planning for Retirement?
If you have a \$500,000 portfolio, download the guide by Forbes Columnist Ken Fisher's firm. [Learn more](#)

EARN 16-26%+
Earn a Monthly Income Invest in Proven Oil & Gas Properties! \$20K Minimum Investment. IRA/401k Qualified! [Learn more](#)

FREE daily e-mail newsletter
CSMonitor.com top stories, cartoons and photos
Your e-mail address [Sign up](#)
[See sample](#) | [Privacy Policy](#)

Circuit Celebrate our 5th Anniversary! Roll over for the Circuit Expression 2.

Connect via Meebo

Transferring data from stat.flashtalking.com...

Context-specific visualization branded, formatted and dynamically embedded through one simple <script> HTML tag.

Synopsis accompanying visualization can be edited to include any content.

Integrated advertisements offer unique additional ad placement opportunities

Competitive Advantage

- **Exceptionally simple**

- We dynamically match visualizations to your content
- All integration facilitated through a simple HTML `<script>` tag
- No additional software to install

- **Always current**

- Our “instant update” assures that our data visualizations will be up-to-date by the time your article reaches publication

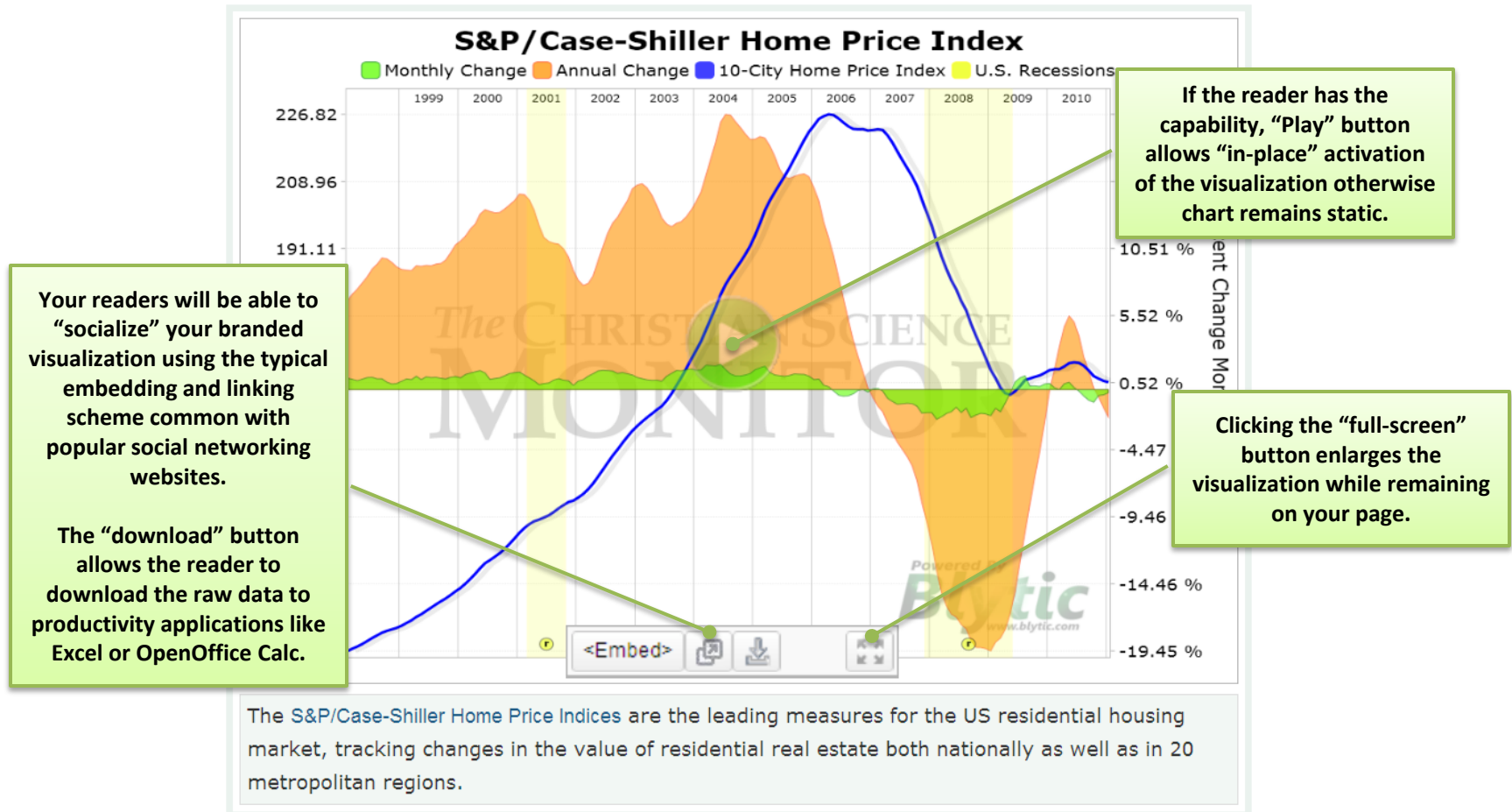
- **Relevant**

- Our service currently provides over 175 (and counting) carefully selected and artfully crafted visualizations
- Covers all manner of economic, finance and societal phenomena
- Readers stay well informed

Modern, Branded, Versatile and Integrated

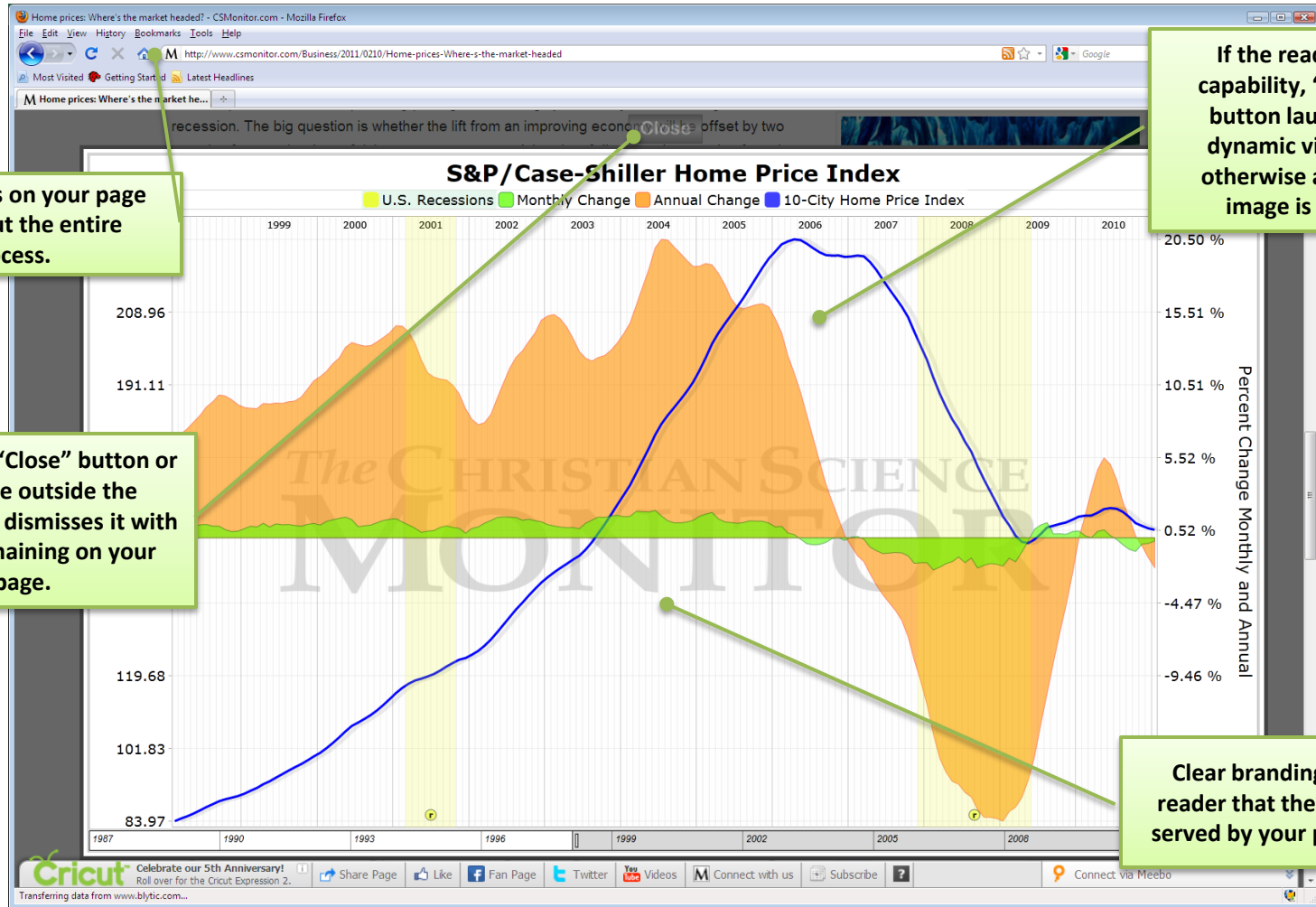
- **Employs the best Web 2.0 strategies for robust in-context interactivity**
- **Efficient template-based branding and formatting**
- **NEVER prompts user to download additional software**
- **100% served from the Amazon cloud for maximum scalability**
- **Integrates with Google Analytics**

Intuitive and Feature Rich



The Reader's Experience

Vivid, Branded and Interactive



Reader stays on your page throughout the entire process.

Clicking the "Close" button or anywhere outside the visualization dismisses it with reader remaining on your page.

If the reader has the capability, "Full-screen" button launches large dynamic visualization, otherwise a large static image is launched.

Clear branding reminds reader that they are being served by your publication.

The Reader's Experience

Pricing Models

- **Monthly Subscription Option**
 - Pay startup fee and go month-to-month with cost based on your average monthly visitorship billed at \$.001 per monthly visitor.
- **Ad Funded Subscription Option**
 - Pay only a startup fee with all monthly use funded through ad space below every visualization.

Next steps

- **Business / Publishing decisions**
 - Visualization and ad strategy
 - Branding and formatting collateral
- **Complete Order Form and Service Contract**
- **Integration**
 - Development of integrated Ad request
 - Provide Google analytics tracker information
- **Schedule 'go-live'**

Innovative.

Targeted.

Timely.

Vivid.

Relevant.

Visualization Publishing Service

Blytic
www.blytic.com

Compelling.

Simple.

Integrated.