



CASE STUDY
ABOUT

About
WWW.ABOUT.COM



Case Study Overview

By 2003, About.com had emerged as a Top-10 portal providing expert information on thousands of topics.

In 2003, About.com engaged Alliance Network Group, LLC (ANG) to help build partnerships with important publishers to build its own library of articles and information.

On February 17th, 2005, The New York Times Company reached an agreement to acquire About, Inc. from PRIMEDIA Inc. (NYSE:PRM) in an all-cash transaction valued at approximately \$410 million.



The Challenge

About.com is the largest website destination for expert advice and information. The Company had built an enormous breadth of topic information and amassed an enormous readership.

HOWEVER, the business model experienced a weakness because About.com only offered an initial-level of information and readers would ultimately leave About.com's website in order to go to the website offering the full source of the information.

Advertising sales could be higher: Advertising Sales were impeded because advertisers were less inclined to buying advertising on pages carrying only top-level information but rather wanting exposure on pages containing the full stories. As the result:

A. About.com received advertising rates low for Industry.

B. Readers turned fewer pages because the complete articles and information resided on other websites.

The Solution

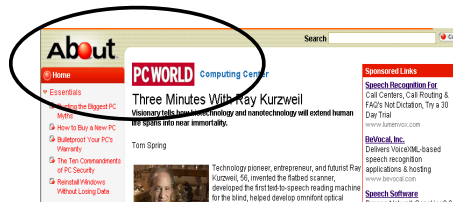
After performing a Needs Assessment to better understand About.com's business, ANG implemented a plan to:

Initiate a Business Development plan: ANG needed to identify the largest advertisers, understand which industries they represent, then craft partnerships with best-of-breed content providers that publish in categories important to these large advertisers.



The Results

Developed significant, strategic partnerships: ANG crafted relationships with critical, branded publishers in categories such as Autos (Edmunds.com), Health (ADAM), Shopping (PriceGrabber.com), and Consumer Electronics (PCWorld - an IDG company):



Today About.com is a:

Top-10 Web property, used by one out of every five people on the Internet, with 24 content channels, covering more than 57,000 topics, making up a library of more than 1.2 million pieces of original content; one of the largest on the Web today.