



CASE STUDY
GAME TRAILERS



WWW.GAMETRAILERS.COM



Case Study Overview

GameTrailers.com is a leading aggregator and producer of video game trailers and broadband content covering the world of Video Game Entertainment.

In 2004, as an early-stage company, GameTrailers engaged Alliance Network Group, LLC ("ANG") to help build an audience for its website that could support a robust advertising-based revenue model.

On Nov. 22, 2005, after 18 months, MTV Networks - a unit of Viacom Inc. (NYSE: VIA), announced that it had acquired GameTrailers, LLC.



The Challenges

GameTrailers is positioned as the largest online destination to watch video game trailers and related broadband content. However, the company faced a number of early-stage problems, such as:

- GT was not selling its core business: Instead, the Company's sole source of revenue was derived from banner ads sold by Network Advertisers on pages serving ordinary, text-based news provided by another company. This advertising was earning standard rate card between \$0.50 to \$1.00 CPMs.
- Budget and human resource limitations: Even if GameTrailers wanted to deploy its own Sales Team to directly sell advertising on its broadband videos, it had no resources to hire a sales team.
- Small readership: Finally, in 2004, it possessed an audience of less than 500K monthly Unique Users, too small to attract important advertisers.

The Solution

After performing a critical Needs Assessment to better understand GameTrailers' business, ANG implemented a plan and deployed several ANG service teams to: Develop an eBusiness Strategy to help GameTrailers understand potential opportunities:

- Align revenue model to core assets: Shift Sales focus from selling advertising on text-base content to GameTrailers' core assets; video clips.
- Establish an outsourced video sales team: Create strategic partnerships with an established digital media company in order to outsource broadband advertising sales function.
- Increase customer base: Increase customer site traffic through strategic partnerships with branded websites with established audiences.
- Improve customer experience: Create a better customer experience by integrating important website features from 3rd party companies.
- Audience Development & Search Engine Marketing to grow GameTrailers readership.
- Brand Development to grow GameTrailers' brand awareness and recognition.



The Results

Enhanced the customer experience.

First, ANG incorporated 3rd party products into GameTrailers in order to improve customer experience, such as a shopping experience so that a viewer could purchase the product after viewing a trailer.

Item	Best Price	Customer Rating
LORD OF THE RINGS	\$29.99	4.5/5 (33 Reviews)
ATOMIC	\$45.32	4.5/5 (74 Reviews)
...	\$44.99	4.5/5 (88 Reviews)
ebay	\$45.87	N/A
...	\$45.88	4.5/5 (211 Reviews)

Increased revenue.

Second, ANG Refocused business and sales priorities by establishing an Outsourced Sales Team to sell the Company's core assets, video game trailers. Selling video advertising increased revenue per customer, generating CPMs (cost-per-thousand) as high as \$25 for GameTrailers' broadband video content; an increase of 25x.

ANG crafted strategic sales partners with.



Developed important strategic partnerships.

Third, ANG markedly, increased the customer base and brand awareness through strategic partnerships with significant, branded websites such as.





The first partnership created by ANG was with Microsoft Windows Media resulting in the following increases.

