

Enterprise Media

Application Management

The Stic Media & Technology Enterprise Media Application Management (EMAM) system manages the creation, integration, distribution, syndication and monetization of digital games and applications across both web and mobile platforms internationally and locally. We enable publishers and developers to efficiently scale their business and revenue without hiring more staff to deal with such issues as:

1. Creation and Integration of your games or applications across technical platforms
2. Distribution and Syndication across web, mobile, social networks and home media devices
3. Monetization through advertising, sponsorships, mining demographic data, and commerce transactions.
4. Analytics to measure monetization, demographics and application usage across all web mobile and social platforms.

Our EMAM system streamlines and helps you manage across multiple markets to scale your business and revenue internationally and locally. EMAM platform can allow you to increase growth exponentially while maintaining the same resource outlays.

CREATION AND INTEGRATION

The market for online web, social and wireless games and content is here and now. For example, with over 250 device platforms plus 80 different mobile operators, managing information and guidelines as well as integrating to these devices and markets can prove to be overwhelming and very costly. Some advantages to consider with Stic Media and Technology's EMAM platform.

- Scale across multiple platforms with no increase in resources
- Minimize risks entering in new markets
- Ensure integration is always current and up to date

Through EMAM and our staff, we have strong relationships and integration with marketers, social media sites, mobile operators and device manufacturers around the world and are equipped with the guidelines and efficient technology "know how" to integrate your games and applications.

Social Sites

Integration

Distribution

Monetize

Analytics

DISTRIBUTION AND SYNDICATION

EMAM also has a widget distribution network to "push" your games and applications out to "use" points (social sites, mobile, etc.). This is also integrated into other third party networks to alleviate the management hassle for you.

- Flexible and open while you own and retain complete control over your games and applications.
 - Maximize viral "pull, share" across the web, social and mobile platforms.
 - Ready to use tools to promote your games and applications.
 - Reduce the need for large up-front capital to launch into new markets.
- EMAM allows you to achieve economies of scale and have more leverage of the business relations with third parties.

Mobile

Integration

Distribution

Monetize

Analytics

EMAM

Analytics

Monetize

Distribution

Integration

Web

MONETIZE

With our combined experiences of over 60 years in media, advertising and mobile industries, ENAM was built from the bottom up with a focus on advertising and commerce transactions.

- Provide integrations to third party ad networks as well as our relations with media brokers that facilitate maximum advertising revenue.
- Ready to use tools to monetize your game or application experiences. (VOIP, phone as game controllers, etc.)
- Facilitate advergaming and sponsorships

The flexibility of EMAM also allows you to set up "what if" scenarios to test out what can maximize your revenues. This allows you to experiment and have your users help shape your strategies.

Analytics

Monetize

Distribution

Integration

Home Media

ANALYTICS

ENAM delivers detailed analytics to assist your firm with tracking game or application distribution, monetization and determining optimal game play or application use experiences.

- Our reporting provides you with the tools to analyze user patterns and where it is spreading from and how people are interacting with your game or application.
- Measure how your games and applications are disseminated and being used.
- Monitor and track all activities so that you can measure results and potentially use this information to incorporate into your creative process.

Unlike other platforms or services, you own the data collected and measured and any and all usage of your data will have your consent.