Times Internet Launches M360 Publishing Platform To Empower Digital Publishers

By : Editor Published On : 24 Jun, 2020 02:20 AM IST

Built inside the world's largest premium publisher, M360 provides publishers a comprehensive global solution

Publishers can concentrate on content by offloading publishing and hosting hassles, while leveraging monetization offerings to increase revenue

INVC NEWS

New Delhi,

To resolve rising complexities in digital publishing - both in terms of technology and monetization options, Times Internet has launched the M360 platform that will help Indian publishers navigate a dynamic digital media landscape with an end-to-end solution. M360 enables cross-platform publishing, content personalization, audience insights, and free-and-fair advertising at scale. This "Software-as-a-Service(SaaS)" platform is designed to integrate comprehensive publishing capabilities with a seamless experience and is now available at a competitive price along with a cost-efficient ad revenue share.

As the most comprehensive publishing platform in the world, M360's Content Management System provides the convenience of being both simple and reliable and is integrated with major platforms like Google AMP, Facebook IA, and Apple News. It sports an intuitive Website Builder and an advanced Machine Learning-backed content intelligence engine that drives contextuality and provides every avenue of monetization under a single umbrella with seamless access to the Colombia Audience Network and Data Management Platform (DMP). This enables publishers to build unique audience profiles for precise targeting, directly sell slots, and engage with premium programmatic revenue partners, or choose from a roster of quality ad-networks for their campaigns.

Speaking about the launch, Puneet Gupt, COO - Times Internet said, "Technology has become an intricate

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part of publishing - from authoring to hosting, to personalized layouts, algorithms, faster load time and monetization - consuming disproportionate bandwidth of publishing teams and organizations. Built over the very same components that power The Times Of India Digital, M360 aims to bring these technology gains to the smallest of the publishers allowing them to focus on bringing great content to their readers. "

Arjun Satya, Co-founder of M360 added, "M360 is a world-class SaaS platform built in India that helps publishers develop engaging content through its CMS, grow traffic and drive personalized ad campaigns thereby increasing effective CPM. With the increase in ad revenue along with reduced engineering and IT costs, our publishers on M360 are seeing a 40-60% increase in their operating profits than before."

M360 leverages Times Internet's premium ad network, Colombia, to monetize its publisher traffic. With more than 15 Bn personalized feeds across content and ads to over 470 Mn+ users across 110 publishers, the Colombia Audience Network has monetized 55% of digital news traffic in India for the last 2 years. It offers marketers the advantage of content recommendations, video, and native advertising to deliver a seamless and highly engaging content experience to its nearly half-a-billion loyal audience. M360's users also have access to a dedicated support team for rapid query-resolution and to help them make the most out of their monetization requirements.

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