Kinecta: DIY Syndication

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KINECTA CORPORATION
www.kinecta.com
CEO: Dave Mathison
No. employees: 90
Founded: 1998

Mathison sees more opportunity. He'd like to partner with big aggregators that want to quickly syndicate their content without having to develop their own tools to implement it or outsource their plan to a syndication service. "There are content providers that don't want to lose control over their brand, their relationships, and their content. This is why our Kinecta Interact platform eliminates all intermediaries (outsourced syndication services) and equips them with the technology necessary to have total control of syndicating the content themselves."

INTERACT-ING

Mathison believes that Kinecta's Interact platform combined with premium content is the solution to furnish the big aggregators (or other content providers) with all the necessary tools to successfully enter the syndication space. With Interact, content aggregators can syndicate their own

Kinecta Product Summary

Kinecta Syndicator Lite—a free, ICE-based content distribution tool. Enables content providers to automate content delivery tasks among a distribution network of up to five content subscribers.

Kinecta Interact—a syndication platform that provides a robust, scalable infrastructure for the automated distribution and deployment of digital content.

Kinecta TrafficRegister—a hosted Internet application service for Interact and Syndicator Lite users, that enables content providers to automatically measure usage levels of their distributed content across their entire syndication network.

content directly to their own subscriber base. Mathison explained that "traditional aggregators and newer syndication intermediaries solved an initial need for companies who were looking for ways to gather news information, since no other distribution method existed, however Kinecta sees the syndication market broader than just news and simple text." Interact is designed to handle the movement of content offerings containing text, graphics, HTML, XML, and streaming video and audio files. The product is based on an implementation of the Information and Content Exchange protocol (ICE), an open XML-based communication standard for content exchange *[For more on ICE, see page 34. —Ed.]*

Interact is divided into two components: Syndicator (used by content providers, aggregators, and publishers) and Subscriber (used by Web sites and corporate intranets and extranets). They both run on Linux, Microsoft Windows NT, Microsoft 2000, and Sun Solaris operating systems and require a Java Virtual Machine and Netscape or Internet Explorer. Syndicator also requires 20MB disk space, 128MB memory, and an ODBC/JDBC-compliant database. Subscriber requires 5MB disk space and 64MB memory. Pricing is available in two models—perpetual and annual. Perpetual pricing offers a one-time payment option that starts at $120,000, and the annual license starts at $60,000. Both models include the license to Kinecta Interact, implementation, services, and technical support.

WHO GOES THERE?

Another Kinecta product is TrafficRegister, which is part of its suite of ASP services. TrafficRegister is a hosted Internet application service for Kinecta Interact users. It enables content providers to

measure usage levels of all of their distributed content across their syndication network. "For the first time ever, content aggregators can determine page views and unique visitors for their content," said Mathison. "This is one of the assets that we bring to our clients—enabling them to quickly and automatically gather usage information, including which subscriber sites are generating the most impressions of their content, and which content is generating the most interest. Content providers will now have a way of measuring brand impact through syndication and determine the value of their content on partner sites," added Mathison.

Clients can use the information gathered to offer more targeted content based on ROI analysis, that enables the development of new business models and establishment of more targeted syndication partnerships. "With the TrafficRegister product, Kinecta completes all the pieces needed by syndication networks—content delivery, transformation, and measurement," concluded Mathison.

Despite a shrinking pool of venture capital, Kinecta has recently secured $17 million in third-round venture funding. Among the investors is Adobe Ventures, the venture investment arm of Adobe Systems Inc. With it's new cash infusion, Kinecta plans to further develop and integrate more ASP services and release newer versions of its Interact platform. It will also push forward a plan of developing an automatic content directory catalog that will help categorize content offerings for clients.

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