

Empowering Web Publishers

As the Web evolves from a solo media consumption activity to a social experience, Web Publishers are looking at new tools to empower their communities, and in doing so improve monetization capabilities. Virtual worlds and casual games can provide significant boosts in engagement times and audience participation. WebFlock brings these elements together into a compelling multi-user experience that can be tightly integrated to your content and brand.

What is WebFlock?

WebFlock is an application for private-labeled Web-based virtual experiences. It provides a visually immersive environment for social interaction, media consumption and game play.

Key benefits include:

- Fun social interaction combined with content, game play, and/or events
- Greater time-on-site and user engagement
- A brand-owned, customized and focused user experience
- Easy to use and accessible to anyone running Flash in the Web browser



Sample WebFlock scene

WebFlock for Web Publishers

- Private labeled for maximum Publisher control and advertiser receptivity
- Ability to integrate to existing Publisher systems, APIs, and casual games
- Monetization opportunities controlled by Publisher (advertising, sponsorships, micro-transactions, subscriptions etc)
- Monthly subscription package includes software, maintenance, technical support, and hosting

Example Implementations

- Multi-user microsites
- Game lounges & casual game play
- Conversational & community spaces
- Live or on-demand event streaming
- Media / Movie rooms

WebFlock 1.0 Key Application Features

- Visual chat with filtering and muting
- Streaming or on-demand video
- Web-based metrics system
- Highly scalable to 1,000's of concurrent users with automated space-mirroring and load balancing
- Extendable and customizable

For more information on how **WebFlock** can power your online community, contact The Electric Sheep Company at:

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