

# How All Media Network Maintains Consistent Revenue Growth Through Strategic Partnership

## 10% Better Revenue

Playwire consistently outperforms other solutions we've tested by an average of 10% in the long run.

## Consistent Revenue Leadership

Players actively participate in watching ads to earn in-game rewards

## Premium Direct Deals

High-impact units like Flex Leaderboard drive significant revenue increases through premium direct advertisers

## Long-term Partnership Success

After years of testing alternatives, All Media consistently returns to Playwire for superior results and service.

## ABOUT THE ALL MEDIA NETWORK

All Media Network operates a portfolio of premium entertainment websites reaching over 5 million unique users and generating 28 million monthly page views. Their flagship properties include:

- ✓ **AllMusic:** A comprehensive music discovery platform featuring in-depth album information, reviews, recommendations, and streaming links
- ✓ **AllMovie:** An authoritative movie database providing detailed information about films, actors, and filmmakers
- ✓ **SideReel:** A TV tracking platform serving 500,000+ monthly users with over 1 million page views, helping audiences discover and watch content online

As one of the most comprehensive digital entertainment networks, All Media Network has established itself as the go-to destination for audiences seeking authoritative content across music, movies, and television.

## FINDING A RELIABLE PARTNER

When All Media Network's previous monetization partner was acquired by a larger company, they began seeing concerning signs - missed revenue payments and declining performance. As an established entertainment network, they needed a reliable partner who could maintain consistent revenue while respecting user experience.

After evaluating several options, they began testing Playwire on one of their secondary properties to establish clear performance benchmarks. The results were immediately compelling - Playwire matched or exceeded their existing revenue while maintaining strict standards for user experience.

*"It's always kind of funny to talk with advertising companies and they'll promise the world and then, once the rubber actually hits the road, they'll tell you to move all of your ads above the fold or add another 10 ad units per page. It's incredibly frustrating."*

**- Zac Johnson, All Media Network**

## WHAT SETS PLAYWIRE APART?

For All Media Network, three key factors have made Playwire their consistent partner of choice:

### DEDICATION TO USER EXPERIENCE

While other partners push for aggressive ad implementations that could harm user experience, Playwire takes a balanced approach. They work collaboratively with All Media Network to optimize revenue while preserving the quality of their sites.

### CONSISTENT SUPPORT EXCELLENCE

All Media Network values their long-standing relationship with a dedicated account manager and support team, leveraging monthly strategy sessions and quick responses to maximize revenue.


### PREMIUM DIRECT ADVERTISING

Playwire's global sales team and high-impact units like Flex Leaderboard drive revenue peaks and attract premium brand campaigns for All Media Network.

# THE POWER OF **LONG-TERM PARTNERSHIP**

While All Media Network has tested other monetization partners over the years, they consistently return to Playwire for one simple reason - reliable results. Rather than promising unrealistic numbers upfront that deteriorate over time, Playwire delivers consistent revenue growth backed by responsive support and ongoing optimization.

The relationship continues to evolve as Playwire develops new high-impact ad units and expands direct sales relationships, ensuring All Media Network can maximize their revenue while maintaining the premium user experience their audience expects.



*"In all honesty, if we had found another partner that was giving us **higher revenue and a comparable service** level we'd be with them, but we're with Playwire. That says everything."*



-Zac Johnson, **All Media Network**

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