



# Technology Review

PUBLISHED BY MIT



## Integrated Database Management in the Digital Age



Heather Holmes

*Technology Review*



# Who We Are

**Technology**  
PUBLISHED BY MIT  
**Review**

## Mission

- *Technology Review*, the authority on the future of technology, identifies emerging technologies and analyzes their impact for an audience of business executives, technology innovators, early adopters, and opinion leaders.



cd  
2009

# Current Data Picture

## • West Coast Data

- TR National Edition
- TR Digital Edition
- Technology Insider
- 1x Pay Per Story
- 5x Pay Per Stories
- Annual Pay Per Story
- Back Issues

## • East Coast Data

- My.tr.com registrants
- Event registrations
- RSS and Text to Speech feeds
- MIT Alumni
- Custom publishing & events
- Plastic Logic – other eReaders
- 3 Mobile sites
- 7 online newsletters
- Reprints
- Webinar attendees
- Blogs, Videos
- International Publishing Partners

# Blueprint for Integration



Print &  
Digital Subs

- Back Issue Sales
- All Web Pay Per Story Purchases
- All customer touch points

Event &  
Webinar  
registrations

- Custom Pub events
- Co-Branded sponsor event registrations
- International EmTech event registration
- E-Reader Partnerships

Website

- My. TR.com registrants
- 7+ online newsletter subs
- T2S, RSS, Blogs, Vlogs
- Facebook, Twitter

## 2010 Outcome...





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