

Boxoffice Media The weekly scoop



BOXOFFICE

Boxoffice Media
New York, New York
www.Boxoffice.com
www.BoxofficeMagazine.com

Boxoffice Media engages moviegoers everywhere with *Boxoffice Weekly*, a digital magazine created with Adobe® Digital Publishing Suite, Professional Edition

Movies are part of the American cultural fabric, and since 1920, *Boxoffice* magazine has been a movie industry mainstay. The official magazine of the National Association of Theater Owners, *Boxoffice* provides theater owners and other industry professionals with monthly insights into new technologies, marketing best practices, and strategies for increasing sales.

After decades of success with its glossy monthly publication for 15,000+ industry insiders, publisher Peter Cane recognized the opportunity to extend and augment its content for a broader consumer audience. "We tested a new magazine for moviegoers featuring in-depth stories about movies and people who make them," says Cane. "We printed a million copies and they were gone within a few days, a testament to people's interest in the content."

Recognizing the cost and production limitations of printing and distributing a weekly print magazine in addition to its monthly trade magazine, Boxoffice Media turned to the iPad and Adobe Digital Publishing Suite, Professional Edition. Using Adobe Digital Publishing Suite and familiar Adobe Creative Suite® software, creative director Ken Bacon forged a new path creating *Boxoffice Weekly*, a weekly digital publication focusing on new movie releases.

"We decided to make a tablet publication featuring video trailers, background interviews, information about the characters, actors, the director, and other tidbits that give readers deeper insights into the weekend's most anticipated releases," says Bacon.

Boxoffice Weekly uses Adobe Digital Publishing Suite, Professional Edition to deliver its iPad-only publication in just a few days. Popular repeating features and departments incorporate web content that offers readers a dynamic, integrated experience.



Challenge

- Reach a new audience with engaging movie content
- Meet weekly production timelines
- Drive publication downloads

Solution

Leverage Adobe InDesign workflow and Adobe Digital Publishing Suite, Professional Edition to create a dynamic, interactive digital publication

Benefits

- Extend reach of movie-related content to consumer audience on digital platform
- Create weekly iPad publication in less than three days
- Deliver an engaging digital publication complete with interactivity, animation, sound, and video

Toolkit

Adobe Digital Publishing Suite, Professional Edition
 Adobe InDesign CSS.5

Adobe Digital Publishing Suite offers a turnkey solution

With a geographically distributed team of contributors; Boxoffice Media needed a collaborative workflow that offered both a short learning curve, and the ability to deliver original content within days. Adobe Digital Publishing Suite, Professional Edition offered a turnkey solution that helped the company quickly get up and running with its iPad publication.

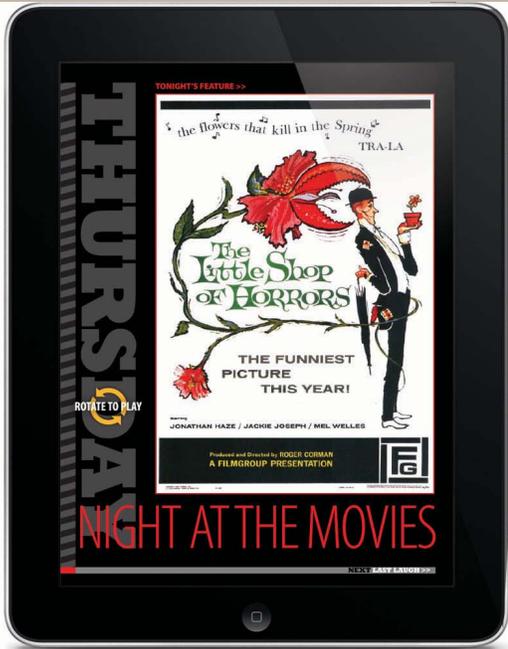
Adobe InDesign® CS5.5 software lets Bacon stay in a familiar workflow for the creation of the digital edition. Using the Folio Producer tools included in InDesign, he can add interactive elements, such as self-playing slide shows, audio interviews, and web hyperlinks. Files are automatically uploaded to Adobe Digital Publishing Suite, enabling him to share content with colleagues as it is completed using the Folio Producer Service. Coworkers can review and comment, enabling rapid iteration and helping the team deliver the final edition in less than three days.

The iPad-only magazine is published each Thursday, in advance of the new weekend releases.

According to Bacon, the tight timeline forces him to let the content drive the experience, making the interactive elements flow more naturally. Writers have started to understand how to layer content, making it even easier to put the issues together.

"Making our weekly publication deadline couldn't be done without Adobe Digital Publishing Suite," Bacon says. "The end-to-end workflow tools in Adobe Digital Publishing Suite make it easy to add interactivity, preview and test articles, and publish our digital edition in just a few days."

The iPad-only magazine uses rich graphical overlays and dynamic picture orientation to give users a feeling of complete control over their experience. Adobe Digital Publishing Suite enables the team to link to video, present scrolling information, and drive deeper engagement with live tweets and quick links to Twitter feeds.



"Adobe Digital Publishing Suite gives us an opportunity to cost-effectively create and deliver unique, digital movie-related content that can reach a larger audience that appreciates it and uses it to enhance their moviegoing experience."

Peter Cane
Publisher, Boxoffice Media

Boxoffice Weekly is available through an iOS 5 Newsstand-enabled branded content viewer that displays and updates the issues available for purchase and download. Available since July 2011, Boxoffice Weekly has seen momentum for the iPad publication increasing, with download rates growing steadily week over week. Readers can purchase a single issue for \$0.99, or a monthly, six month, or annual subscription. Overall, more consumers purchase subscriptions than single issues. "Adobe Digital Publishing Suite gives us an opportunity to cost-effectively create and deliver unique, digital movie-related content that can reach a larger audience that appreciates it and uses it to enhance their moviegoing experience," concludes Cane.

Download Boxoffice Weekly:
<http://itunes.apple.com/us/app/boxoffice-magazine/id421394247?mt=8>

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