



Wave2 Media Solutions
114 Turnpike Road
Suite 203
Westborough, MA 01581
Tel (508) 366-6383
Fax (508) 366-6387
www.wave2media.com

Wave2 Media Solutions Announces New Digital Direction for Obituaries

Westborough, MA November 9, 2014 - Wave2 Media Solutions has announced the release of its iPublish AdPortal Digital Obituary Platform consisting of its industry leading self-service AdPortal Obituaries and AdPortal Digital Obits with Lasting Memories. It is now available to all existing AdPortal customers and new customers. Several Wave2 customers have already licensed AdPortal Digital Obituaries to instantly display their print obits on their websites with Lasting Memories—a memorial website application bundled with the digital platform. It utilizes social media based protocol enabling a family to manage their personalized website memorializing a loved one forever. “All of our AdPortal Obits customers can easily upgrade to our new digital solution.” said Brian Gorman, Wave2’s Vice President of Sales. “This provides our customers with a very quick and easy way to increase their obits revenue by as much as 40%.” added Gorman.

Wave2 Exceeds 300,000 Obituaries Processed

Along with Gannett who utilize AdPortal Obits across 70 markets for 100% of their order entry, Wave2 is now running projects with BH Media and GateHouse Media that will more than double its existing customer base totaling over 200 AdPortal Obit sites by Q2, 2015. In 2014 Wave2 has already processed in excess of 300,000 print obituaries along with a digital listing and by next year that figure will increase to over 500,000. Wave2’s AdPortal Obits platform will be used to process 25% of all obituaries in the community publishing market, exceeding any other solutions provider in North America by a sizeable margin. Commenting further, Gorman stated, “This is a testament to the success of the AdPortal platform. Within our customer base they have been renewing their agreements at a 99% rate year to year which is driving our market share.”

iPublish AdPortal Digital Obituary Platform Released First Sites Go Live

After 5 years of processing print and digital obituaries, Wave2 decided to enhance their AdPortal Obituaries platform. Print obituaries are still a very predictable and steady revenue stream for community publishers. Funeral homes are important and play a crucial role in ordering the obituary for the family. They are now investing in websites, creating their own digital obits listings and looking for ways to offer better services to the families and communities they serve. Additionally, families are using Facebook as an alternative to both the print obituary and the digital listing on the newspaper's website. These developments pose a threat to a newspaper's obituary business as well as presenting an opportunity.

Wave2 now offers community publishers a very attractive digital solution that doesn't have to be tied to their print circulation. Wave2's Digital Obituary Platform extends a community publisher's reach beyond their print circulation. Publishers are packaging it as both a digital offering only and in a package as part of the print sale, which is enhancing their funeral home partner relationships. "We advise publisher partners to stay very close to their funeral home advertisers and not take them or their business for granted. Our solution enables publishers to proactively introduce a digital solution to the market rather than passively waiting for funeral homes to find their own-which they will.", stated Gorman.

The iPublish AdPortal Digital Obituaries Platform is a single license including all three modules and priced very aggressively for the publisher with no setup, transaction or hosting fees. The average Wave2 customer realizes a 300-400% ROI every year they use the software. With these new digital enhancements the ROI for publishers will increase to an even higher return.



Wave2 Media Solutions
114 Turnpike Road
Suite 203
Westborough, MA 01581
Tel (508) 366-6383
Fax (508) 366-6387
www.wave2media.com

About Wave2:

With more than 2 million ads generated every year worldwide across 300+ web sites, Wave2 is the leading provider of self-service advertising solutions in the community publishing industry today. Ads processed by Wave2 software are published every day in over 1,000 daily and weekly print and digital products and is the only provider of self-service advertising that can publish every type of ad format a community publisher requires.

Wave2 Publishes Anything Anywhere

For More Information:

Wave2 Media Solutions
114 Turnpike Road
Suite 203
Westborough, MA 01581
www.wave2media.com
Email: sales@wave2media.com
Call: (508) 366-6383