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MIVA Q4 2005 Earnings Conference Call Transcript (MIVA)

Question-and-Answer Session

Operator

(Operator instructions) We will go first to Colin Gillis with Canaccord Adams.

Colin Gillis - Canaccord Adams

Good afternoon, Craig. Good afternoon, Will.

Craig Pizaris-Henderson

Good afternoon, Colin.

Colin Gillis - Canaccord Adams

Craig, it seems like you are getting some good traction on the publishing side. Can you talk about what change is happening in that dynamic? Has it been a refocus on your sales effort? Or is it a little bit more of a resonance to publishers with your message?

Craig Pizaris-Henderson

I there are actually a few things. Number one was actually having the capability internally to offer them the right solution. I mean, historically we obviously provided keyword to keyword matching functionality, but really beyond that to provide automated contextual solutions and things that publishers that are creating a tremendous amount of content daily really need. It is just not something that was part of our suite of products and services. Obviously we have taken very proactive steps to invest, to provide that particular product that allows us to work more closely with publishers. That is one area.

Two, and this may be the larger trend that we're starting to see. There is a realization in the marketplace by content creators/publishers/companies that just have traffic in general, they need to figure out a strategic relationship with a partner that is not cannibalizing their content or quite frankly, directly competing with them for market share. You cannot do that unless you can show them some path towards monetizing at approximately the same level as their current relationships.

To uncomplicated that statement, the long and short is MIVA had to get itself in a position through technology that we could provide the products and services publishers need, but also show them a path to monetization that is equal to or potentially greater than those relationships they have today. That is an area that we are aggressively focusing on. Quite frankly, we go in the marketplace, we're

seeing those publishers looking for an alternative and really, MIVA is one of the on companies that is positioned to have that integrated suite of products and services that can fill their needs.

That is the overall trends that we are seeing that is allowing us to be more successful in some of the relationships we've announced on this call.

Operator

We will take our next question from Eric Martinuzzi with Craig-Hallum.

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