

Business of APIs Conference

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CBS Interactive Properties



CBSi is 7th Largest Internet Publisher Worldwide – 174 MM Unique Users *

State of 'Open'

News & Technology Business Unit

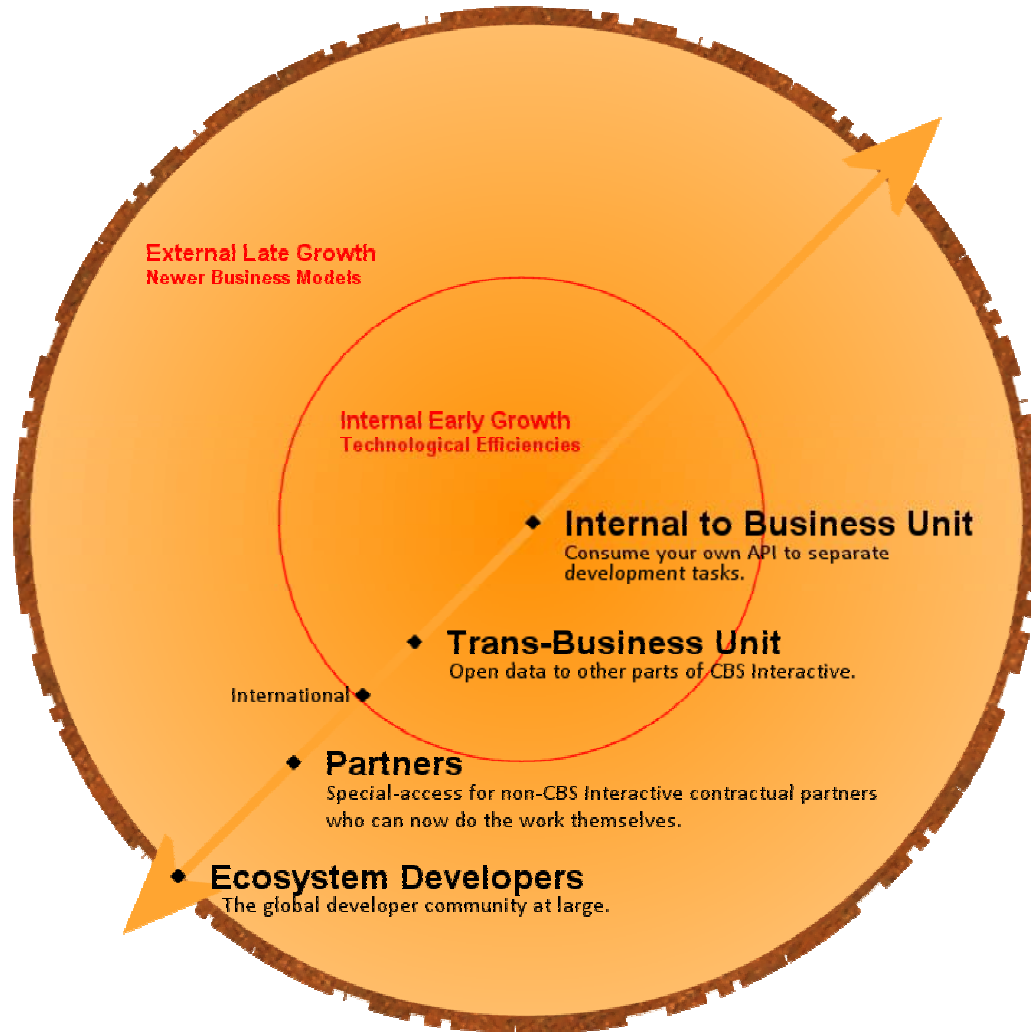
- Strong internal adoption of CNET API. CNET sites are completely powered by the API, CBSNews.com migration in Q1
- Other CBSi sites pull data from the CNET API: ZDNet, Gamespot
- 50-60 million API queries per day
- Active internal developer community ([CNET Dashboard](#))
- About 10-15 external, contracted partners pull data from the API to display on their sites
- External API available at <http://api.cnet.com>, but not a major revenue driver currently

State of 'Open'

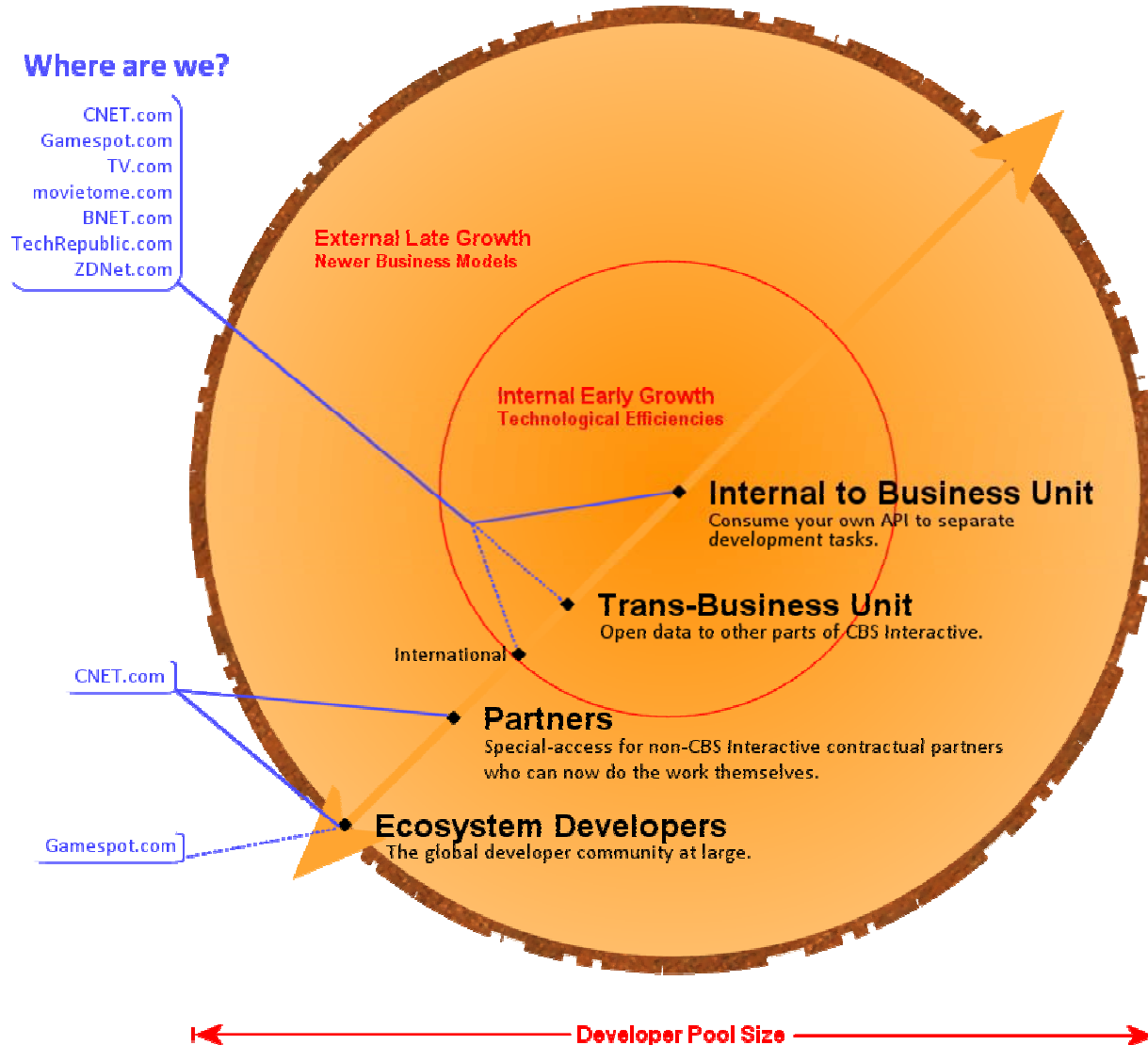
CBS Interactive

- Each business unit has deployed API infrastructure with varied levels of maturity
- Central IT group has established common standards for API design: REST-based URL structure, naming conventions, output formats, etc.
- Central group encourages cross-BU API utilization and product innovation
- Still fairly nascent, with limited wins
- Exception is last.fm – external API has 72 mash-ups registered on ProgrammableWeb, about 1 billion queries a month

Open API Maturity Model



Open API Maturity Model



Some Examples – News & Technology BU

- Usage Internal to our Business Unit

CBSNews.com

- Powering Site Features for another Business Unit

[ZDNet Product Listings](#)

- External Partner Usage

[New York Times](#)

[Computer Shopper](#)

- Community Usage

[ProgrammableWeb](#) CNET - 9 mash-ups

- Widgets (November launch)

[Product Reviews](#)

What is Working?

Reduce Operational Costs

- Clear benefits in driving internal development efficiencies – within BU and cross-BU
- Facilitates self-service integration with syndication partners

Grow Revenue

- Community listing – fair source of leads for identifying external partners
- CBS Mobile – will create new product offerings for mobile devices
- No substantial revenue model to incentivize developer community
- Last.fm is seeing real traction in usage, revenue driver unclear

Thanks

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