



Medium Large Derives 60% of Revenue From Taboola Feed and Video Slider Across Network of Sports Sites

MEDIUM/LARGE

"Taboola is our favorite digital partner to work with. We're always looking for new ways to engage our sports readers and scale our revenue streams. Outside of our direct advertiser relationships, they're the most impactful at both with LakersNation.com and within our network of sports sites."

- Ian Chin, Founder & President, Medium Large

60%

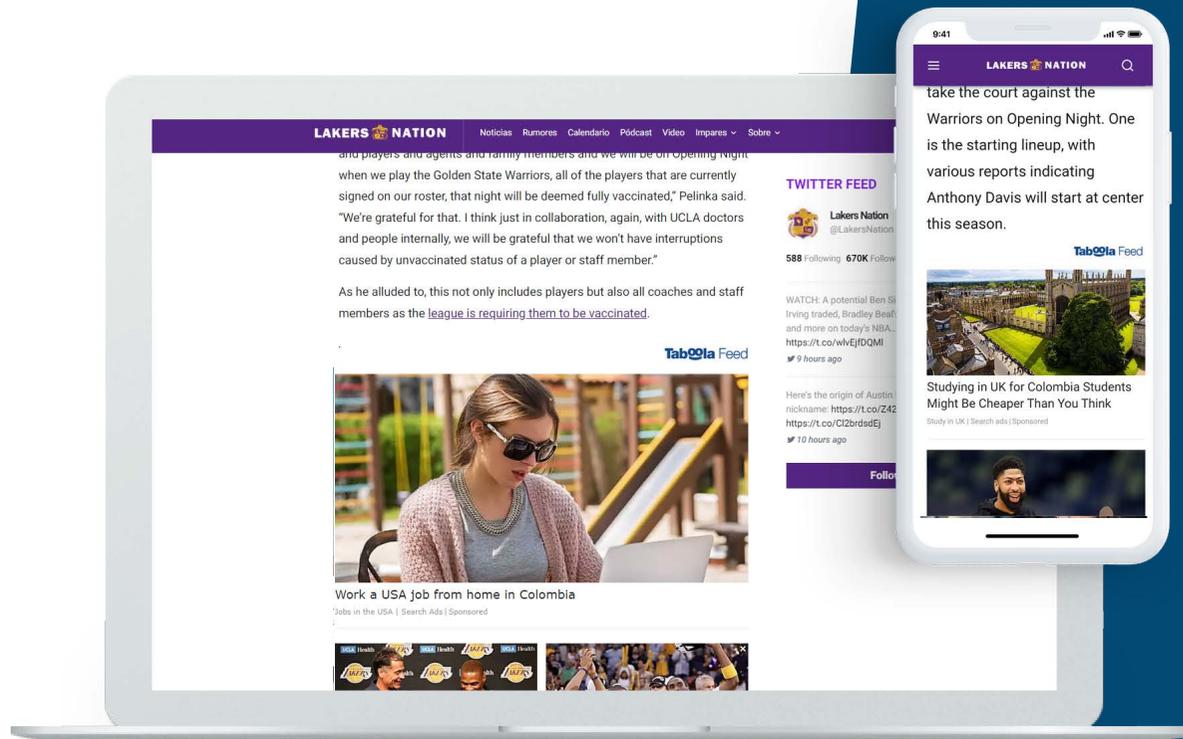
Of Revenue from
Onsite Monetization

30%

Of Taboola Revenue
Driven by Video Slider

11

Sites Partnered



COMPANY

Medium Large is one of the largest and fastest growing independent fan focused sports media companies in the USA.

CHALLENGE

Find new and innovative ways to engage sports readers across a network of websites, while also scaling revenue.

SOLUTION

Implement **Taboola** Feed and video slider unit on homepages, article pages, and AMP pages across all websites.

RESULTS

Today, Taboola drives **60% of Medium Large's revenue** from on-site monetization, **30% of which comes from Taboola's video slider unit.**

Taboola Helps Engage and Monetize Seasonal Traffic Across Medium Large's Network of Sports Websites



Introduction

Medium Large is one of the largest and fastest growing independent fan focused sports media companies in the USA. Fans at heart, they are guided by our passion for sports and the power of community.

Their sites include Lakers Nation, NHL Rumors, Dodger Blue, Rams Newswire, Raider's Newswire, Sports City, and Angels Nation.

Medium Large Uses Taboola Feed Across Desktop, Mobile, and AMP Pages Across Network of Websites to Scale Revenue

Medium Large is a network of sports news and mock draft sites that was working on expanding to other geographies when they started working with **Taboola** in 2017. Today, **Taboola** and **Medium Large** partner on 11 websites, and are engaged in a 5-year partnership.

In order to monetize traffic across their network of sports sites, **Medium Large** implemented **Taboola** Feed and video slider across all device and page types, including homepage and AMP pages.

Taboola Feed brings the familiar scrolling experience that consumers love on social networks to publishers' sites across the open web. The streamlined user interface helps publishers engage readers, combat high bounce rates, and boost stagnant RPMs.

Within the **Taboola** Feed, **Taboola**'s in-feed video unit detaches as a user scrolls and becomes a slider unit, once the user scrolls past the card that contained the video.

Today, **Medium Large** focuses mainly on creating and building a fan base for organic video content on their article pages, YouTube pages and social media sites.

Medium Large values the advice of the **Taboola** account management team, and always takes an innovative approach to optimizing page performance on his sites, especially on mobile.

Medium Large looks forward to expanding their relationship with **Taboola** in the future and continuing to implement new innovative monetization and engagement features.