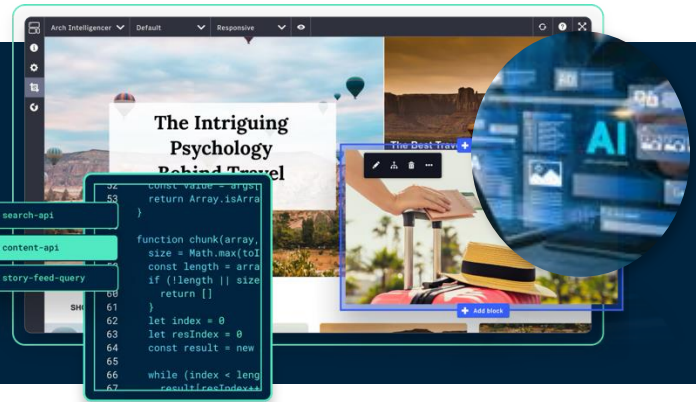


# The operating system for modern media companies

Innovate rapidly.  
Own your audience.  
Grow independent revenue.



Built inside The Washington Post and proven at global scale, Arc XP replaces fragmented tools with a unified platform for content creation and workflows, audience engagement & personalization, monetization & subscription and AI-driven automation & experiences.

This is not a CMS upgrade. It is a shift from managing content to running a media business.

## Propelling growth for the world's leading media brands

Arc XP believes in the power of stories to change the world. Through an innovative digital platform, we propel modern media businesses to sustainable, independent, and aggressive growth.



**2500+**

Sites across the world powered by Arc XP



**50%**

Improved content team productivity



**30+ countries**

Powering media companies in over 30 countries

# Built for how media actual works



## Move faster without adding complexity

- Launch sites, products, and new revenue streams quickly
- Reduce engineering dependency with built-in tools and APIs
- Eliminate maintenance overhead from fragmented systems
- Teams move from maintenance → innovation

 Metro World News

**85% faster**  
content translation  
timelines



## Drive revenue and reduce total cost

- Launch and optimize subscription and monetization strategies
- Test dynamic offers, paywalls, and engagement models
- Consolidate tools to reduce total cost of ownership
- Monetization becomes a system, not an add-on



Launched **29 sites**  
in **just 3 months**



## Own and grow your audience

- Build direct relationships with first-party data and identity
- Deliver personalized experiences at the individual level
- Reduce reliance on third-party platforms
- Shift from rented audience → owned audience

**El País**

Grew from **0 to**  
**450,000+** subscriptions



## Scale content and workflows with AI

- Automate repetitive editorial tasks and production workflows
- Accelerate publishing across formats, channels, and markets
- Enable journalists to focus on high-value storytelling
- More output. Higher quality. Same team.

**THE GLOBE AND MAIL\***

Nearly **50% faster**  
page load speed