**Sycamore Software Solutions PVT. LTD.**

**Document: Site phases**

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[**http://sycamoresol.com/**](http://sycamoresol.com/)

This document gives the information about different phases related to the website of project.

The project is assigned to us around 4-5 months before release. Then the site phases have individual release dates.

Phase are listed as

1. **Mini teaser site**
2. **Teaser Site**
3. **Main Site**
4. **DVD Site**
5. **DVD Updates**

Each site phase differ other by the quantity of contents and functionality. Let’s see how,

1. **Mini teaser site**

This site is released to provide just an idea about upcoming movie by production house. This contains minimum content related to movie for highlight.

EX: <http://www.thewolverinemovie.com/>, <http://www.epicthemovie.com/>

1. **Teaser Site**

Next version to mini teaser is teaser site. This has some more information about movie. Some release dates and some more added features.

EX: <http://www.brokencitymovie.com/> , <http://jackthegiantslayer.warnerbros.com/index.html>

1. **Main Site**

Next to teaser site, site becomes main site with lots of contents and activities on it. It adds lots of functionalities in backend too. This phase is generally 1 month before movie release date.

EX: <http://thehobbit.com/>

1. **DVD Site**

This phase is quite late from the actual release date of the movie. This keeps the content of main site as is and adds some extra content.

EX: <http://www.thedarkknightrises.com/dvd/>

After main site let’s have a look on other marketing sites related to production houses. World wise release needs a lot to market.

1. **Applications**

These are related or based on the famous character or famous activity in the movie.

Technologies other than HTML are used to create those applications. They may be some trivia, photo applications, card creators, games or FB applications. they will need input from users.

EX: <http://www.iceagemovies.com/us/games/christmascraftcenter>

<http://www.axeyourself.com/intl/ww/photobomb/>

1. **Portals**

Portals are sites which give brief information about upcoming products, or upcoming movies or upcoming phases of movie websites of particular production house. These also have information about some old milestone movies by production houses.

EX: <http://www.paramountpicturesaustralia.com.au/>

<http://wwws.ww.warnerbros.com/portal_uk/>

1. **Games**

These are small multimedia games based on famous character or activity in the movie.

These games are hosted on so many games sites also.

EX: <http://www.iceagemovie.com/game/nick/memory/>

<http://www.iceagemovie.com/game/he/acornsahoy/>

1. **Banners**

These are little informer of the movie. They are multimedia advertisement created to host on other websites.

EX: <http://www.dennys.com/>

<http://www.nwf.org/What-We-Do/Kids-and-Nature/Magazines-and-Media/NWF-at-the-Movies/the-Hobbit.aspx>

1. **ITunes tie ups**

This is for the promotion of the trailers of the movie. Trailers are hosted on ITunes sites.

EX: <http://trailers.apple.com/trailers/wb/thehobbit/>

1. **Award site**

These sites are based on the nominations of movies for different nominations. They hold contents about the marketing and ticketing of the movie.

EX: <http://warnerbros2012.warnerbros.com>