



Event Webcasting Services Advantages

We are pleased to offer **Event Webcasting Services** at Cobo Center. Working with your group to webcast your event, we can transmit live video, as well as accompanying presentations, to an online audience using browser-based technology.

Many corporate marketers and training professionals face challenges today when trying to reach targeted audiences in an increasingly noisy and crowded messaging landscape. Your audience is more mobile, virtual, and matrixed than ever before. We are addressing this challenge by enabling you to conduct webcasts that take advantage of powerful web-based tools to reach large audiences with engaging, rich media presentations.

Webcasting allows you to create an online “event” of your Cobo Center event, which your audience members can attend via computer. Your webcast can include live or recorded video, graphic slides, an interactive chat feature, audience Q&A and more.

It’s an extremely cost-effective way to present your program to a large, distributed audience. Businesses and organizations are using webcasting to achieve breakthrough results in lead generation, communications, and training.

If you would like to discuss how webcasting can make a difference in how you communicate with your key audiences, please contact Lori Jo Vest or Jennifer Swinehart at TVS at 248.362.3335 for a consultation and demonstration of our webcasting capabilities.



Definitions:

A **webcast** is media distributed over the Internet using **streaming media** technology to distribute a single content source to many simultaneous viewers. A webcast may either be live or on demand. Essentially, webcasting is “broadcasting” over the Internet. Your audience members go to a specific web page, log in and are allowed to see your webcast, which can include live or recorded video, graphic slides, an interactive chat function and more.

Webcasting vs. Web Conferencing – These two technologies are fundamentally similar, but they actually serve quite different needs. Web conferencing products are ideal for smaller group meetings (i.e. fewer than 50 attendees) where there is a need for interaction and collaboration amongst all the attendees (i.e. “few to few”). Webcasting, on the other hand, is better suited for presentations that involve a small number of presenters and a large number of viewers (i.e. “one or few to many”).

Uses of Webcasting and Web Conferencing, compared.

User Examples	Web Conferencing	Webcasting
10 viewers, live discussion	Yes	No
100+ viewers, video with archiving	Difficult	Yes
150 viewers, audio only, no archiving	Yes	Yes
150 viewers, audio only, archive with ability to edit	Difficult	Yes
300 viewers, global, multiple presenters, video	Difficult	Yes
5,000 viewers, high quality video, external event	No	Yes
Live, large-scale event with online viewing component	Difficult	Yes
On-demand training with tracking and certification	No	Yes

Streaming media is specially packaged content that is constantly received by and presented to viewer while being delivered by a streaming provider. The video “plays” over the internet, so the viewer doesn’t have to download it to their computer before they can watch it.



Live streaming, more specifically, means taking the media and broadcasting it live over the Internet. The process involves a camera for the media, an encoder to create a digital “stream” of the content, a media publisher where the streams are made available to potential viewers, and a content delivery network to distribute and deliver the content. The media can then be viewed by end-users live.

Content Delivery Network (CDN) is a distribution system on the Internet that accelerates the delivery of Web pages, audio, video and other Internet-based content to users around the world. The CDN replicates the content provider's files in servers, called "caching servers" or "edge servers," located in geographically dispersed datacenters.

When content is replicated throughout the country or the world, it is delivered to users with greater speed and reliability. The CDN network routes the user's request for content based on the user's location. CDNs are often connected to multiple ISP backbones and have peering relationships with others, providing high availability to users.



Basic Webcast Fee: \$3,790.00

- 1 Flash based video webcast stream
- Creation of archive file of live event for on-demand
- Delivery of URL to client to access webcast page
- 1st hour of the event, plus 30 minutes of “lobby” wait time on the site before the event starts
- 1 – 100 viewers
- Includes first 30 minutes of testing

Additional Viewers and Time:

	1 st hour	Additional 30 minute increments (Begins at the 61 st minute)
1-100 viewers of the live event	Included in Basic Webcast Fee	\$15.00
101 – 250 viewers of the live event	\$90.00	\$30.00
251 – 500 viewers of the live event	\$150.00	\$50.00
501 – 750 viewers of the live event	\$225.00	\$75.00
751 – 1000 viewers of the live event	\$300.00	\$100.00
Each additional block of 500 viewers	\$150.00	\$50.00

***Optional Services:**

Registration – Collect information on who attended your event.

Polling – Get real-time audience feedback.

Submit a Question – Allow your viewers to submit questions that can be answered during the webcast.

Survey – Ask your audience for their thoughts and opinions during or after the event.

Downloadable Documents – Provide a document that viewers can download for more detailed information.

Pay Per View – drive additional revenue from online webcasts when individuals cannot travel to them.

Chat – Audience members can interact directly with one of your team members during the event.

Archive / On-Demand – Extend the life of your event by providing the ability to watch it as an archive file.

Social Media – Engage your existing Social Media Audience. Add Facebook & LinkedIn updates and Tweeter feeds into you webcast event.

PowerPoint Slides Integration - Display a PowerPoint deck on screen - in its own frame or embedded within the streaming video.

**Pricing for these add-on optional services ranges from \$500 to \$2,000 on a basic level, potentially increasing depending on more complex requirements. Upon request, a quote can be created based on project details.*

For more information, please call or email Lori Jo Vest (lvest@tvstudios.com) or Jennifer Swinehart (jswinehart@tvstudios.com) – 248.362.3335