

STREAMINGMEDIA.COM WEBINARS

THE MOST RESPECTED WEB EVENTS OF THE ONLINE VIDEO INDUSTRY

➤ High Impact—Demand Gen & Instant Engagement With the Best of the Industry

- Turnkey live events: We do the promotion, all the registration, moderation, and delivery. You show up.
- 1-hour sessions broadcast live on the web with streaming audio and/or video with slides/multimedia
- Live polling, survey, and question-&-answer sessions make compelling content.
- Real-time interaction with senior executives

➤ Format Options:

- Sponsored Content Driven
- Editorially/Customer Content-Driven (Streaming Media Provides Content)
- Multi-Sponsor Discussion Format (Sponsored Panel)
- Multiple Event “Boot Camp” Series
- Masterclass Series—the NEW Webinar Series

Information Today, Inc. Web Events division

Visit www.streamingmedia.com/webevents to view one of our many archived events.

➤ Contact

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The collage displays several examples of webinar event pages from StreamingMedia.com. Key elements visible include:

- Navigation:** Home, Europe Site, Producer, Subscribe, Articles, Video, Topics, Verticals, Resources, Web Events, Conferences, About.
- Newsletter Signup:** A form to enter an email address and subscribe to newsletters like 'Streaming Media Xtra' and 'Streaming Media Bulletin'.
- Web Events Section:**
 - OTT Advanced Discussion:** Scheduled for Wednesday, September 6, 11 AM PT / 2 PM ET. Features speakers Brett Rappaport and Jeff Kemmer. Topics include cloud-based video processing and machine learning.
 - DASH - New Advancements in DASH Media Delivery:** Scheduled for Wednesday, October 15, 11:00AM PT / 2:00PM ET.
 - Ditching Flash: Options and Q&A:** Scheduled for Tuesday, January 21, 11:00AM PT / 2:00PM ET.
- Sponsors:** Logos for Verizon, Google Cloud, Conviva, and VMware are visible.
- Archives:** A 'DON'T' button and a 'DASH - New Advancements in DASH Media Delivery' archive card.

STREAMINGMEDIA'S BOOT CAMP— A PRERECORDED WEBCAST SEGMENT SERIES

➤ DELIVERABLES—We Take Care of All the Details

Streaming Media produces, markets, and broadcasts YOUR segment series.

All of your bases are covered:

- › Aggressive online advertising campaign
- › Speakers can participate from their own office
- › Attendee registration, monitoring, and reporting
- › Event archiving and online posting on StreamingMedia.com for anytime, on-demand viewing

➤ 8 Weeks Marketing—Extreme Promotion Package Included:

- › Hosted Landing Pages for each segment
- › Multiple outreach to various Streaming Media opt-in lists: Newsletters & third-party offer broadcasts
- › Blanket Banners—running in all positions on our sites
- › Social Media outreach

➤ Web Event Program & Highlights

- › Five (10-minute) segments prerecorded with audio and slides
- › Each segment launched weekly, and launched every Thursday thereafter
- › Each new segment available on the console, pushing the last segment down to the second indexing section (so available to view after that week's segment, and that process will continue until all five segments are completed)
- › Manage and produce recording time(s) with multiple presenters (if needed) and logistic instruction and loading PPT's for each segment
- › Slide synchronization with each presenter
- › Detailed monitoring and reporting
- › Complete registration management, including final list of all registrants and participants
- › Leads can be uploaded if requested.
- › Event archiving on the StreamingMedia.com for 90 days after the final segment airs, for anytime, on-demand viewing
- › Archive viewer leads pulled for the 90 days and delivered every Monday to you
- › The Series will be hosted on StreamingMedia.com for 1 year.
- › Copy of your event for local playback (tradeshows, sales presentations, etc.) available on request
- › Archived presentation (PowerPoint slides) available online after each segment