



Whitepaper: How to Offer Webcasting Services to Current and Prospective Clients

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INTRODUCTION

Webcasting is the hottest new service for venues to offer their convention and meeting clients. This Whitepaper defines webcasting; describes what resources you need to offer this service; and offers quality solutions for cost-effective ways of meeting this market need on an as-needed basis.

BACKGROUND

Celestial Media, a seven-year old multimedia production and consulting company, produces turnkey New Media Packages for retail, corporate, nonprofit, government and NGO entities. If you wish to communicate any type of message, Celestial Media strongly advises you to *Get Your Video On The Web*. Celestial Media packages allow you to reach your audience on the web, in their cars, on their iPods, over their cell phones and on TV with our multimedia productions.

SECTION 1: DEFINITIONS

*The word **webcast** is derived from "web" and "broadcast". Its use has varied over the past decade by different types of organizations and as the nature of the medium came into public use. The generally accepted use of the term webcast is the "transmission of linear audio or video content over the internet". A webcast uses *streaming media* (see below) technology to take a single content source and distribute it to many simultaneous listeners/viewers.

***Streaming media** is media that is consumed (read, heard, viewed) while it is being delivered. Streaming is more a property of the delivery system than the media itself. The distinction is usually applied to media that are distributed over computer networks.

Webcasting and Streaming Media are terms which are close enough in meaning that I will use them interchangeably in this particular document.

Live Webcast: A webcast that is available for viewing in real time over the internet while the event being viewed is actually taking place**

Video-on-Demand: A webcast that is archived for viewing by Users 24/7, for a given period of time, which could be hours, days, weeks, months or even years.

Progressive Download: A method of placing a video file on a regular ("http") web server, which requires a significant portion of the entire file to be downloaded to the User's computer before the video can be viewed. Traditionally, short (2 minute duration or under) video clips are served via the progressive download method. Short videos that will not be viewed by very many people usually will not put a strain on your company's IT infrastructure. Longer videos that will be viewed by lots of people can potentially cause serious time lags or even crashes in your system. The solution

for this is "True Streaming." See below.

True Streaming: A method of placing a video file on a "streaming media web server," which enables a stored video or audio file to begin playing on the User's computer while the file is being "served," (very short or practically no waiting time before the movie starts;) not "downloaded." True Streaming does not place a copy of that file on the User's computer (thus helping to support the copyright for that file;) and supports long video durations. Streaming Video Servers are generally separate from your company's IT infrastructure, and thus will not strain your facilities. Celestial Media offers Streaming Video Servers for a nominal monthly fee, scalable as your webcasting needs increase.

SECTION 2: HOW TO SELL WEBCASTING AT YOUR VENUE

Webcasting, Video-on Demand, Streaming Media. No matter what you call it, putting video on computer screens is the hottest growth area on the web. Our clients use webcasting for continuing education; new product information; marketing; training; sales; etc. Celestial Media has created a way for your venue to offer video streaming immediately, on a just-in-time basis, with no need for investment in personnel, training, equipment or materials. You pay a small monthly fee (below \$100/month) for 24/7 access to our remote video hosting servers. Use of our remote video hosting servers means that your existing IT infrastructure is not loaded up with bandwidth-hungry video streams, potentially choking or even crashing your in-house computer system.

Your client's videos can be on the web in as little as 24 hours.

Your video may be streamed (or progressively downloaded) from a password-protected Celestial Media site on the Web, your own Site, your Client's site, a fourth location, or all four.

Existing Video or Custom Video

We can convert video you already have in house, or Celestial Media can provide all of the creative and technical expertise and equipment, including professional camerapersons, digital cameras, producers, writers, narrators, video editors, and web compression to the appropriate streaming format.

Event Videography

After videotaping the event at your venue, finishing work is usually performed at the Celestial Media studio, but secret or sensitive material can be produced, filmed, edited, compressed, backed up and uploaded all on your premises, followed by supervised, on-the-spot erasure of proprietary content before the production team leaves the building.

Immediate Delivery

Completed video segments are delivered electronically. Other delivery options include CD-ROM, VHS videotape, DVD, or digital videotape.

Our quick-moving teams are configured to work at Internet speed — i.e., some projects can be turned around, starting from scratch, in 24 hours or less, from your initial contact with us through the time the segment will be available for uploading to your Website or to your Client's website.

SECTION 3: LANGUAGE YOU CAN USE: INSERT YOUR VENUE NAME IN THE SPACES BELOW

Webcasting, Video-on-Demand, Streaming Media.

(Insert your Venue Name Here) now offers state-of-the-art video webcasting services. Nothing is more electrifying than seeing your video production on a desktop or laptop computer. Using our proven technology, your Webcast video message can be viewed by anyone with a typical corporate, institutional or government internet connection (high-speed DSL, Cable or T-1) and a standard web browser, such as Internet Explorer. Now **(insert your Venue Name Here)** provides streaming media video services for our corporate, institutional and nonprofit clients. Your webcast may include your graphic branding; Powerpoint slides; keynote, workshop and seminar speeches; continuing education; news releases; and links to your website. We support all major webcast formats, including Flash, Windows Media Player, RealPlayer, and QuickTime.

SECTION 4: EXPECTED EXPENSE CATEGORIES TO PRODUCE A WEBCAST

A properly produced Event webcast includes the following components:

- 1. Webcast Producer:** An experienced, specially trained individual who sets up and manages the entire webcast job from start to finish.
- 2. Videographer(s):** Events must be competently videotaped on your venue's premises.
- 3. Video Editing:** The event videotapes, plus any other multimedia assets (Powerpoint slides, pre-recorded videos, client graphics, additional narration, etc.) must be combined in a digital video editing studio and made into seamless video segments. The final video production is also converted to the necessary web streaming format at this stage.
- 4. Remote Streaming Video Hosting:** An account must be setup with your Webcast Provider (Celestial Media

provides this and all other services) where the webcast will be "Served" on the internet. Your client is provided with a URL, or internet address where the webcast can be accessed for an agreed-upon length of time.

5. Options: The Webcast may be archived on inexpensive and easy-to-mail DVD's, VHS tapes, or even CD-ROM's. These storage-and-playback media typically cost under \$100 for the Master and a few dollars per copy. For mass duplication, the per-copy rate can go down to \$1 or less, depending on the media.

SECTION 5: SAMPLES

- Sample: Continuing Medical Education Powerpoint/Video Webcast

<http://www.emedtrain.com/webcast/acp/Gloviczki/index.html> (wait 20 seconds for video to load)

- Sample: University BioMedical Science Webcast

http://www.wi.mit.edu/research/faculty/bartel_video.html (look for videocamera icon at end of paragraph #3, wait 15 seconds for video to load. Requires Quicktime)

SECTION 6: CELESTIAL MEDIA SERVICES

Celestial Media teams stand ready to —

- discuss your needs;
- recommend which solutions are right for your organization;
- choose New Media solutions that will work for you;
- produce your New Media solutions;
- evaluate your results, using off-the-shelf metric tools.

Please contact the Celestial Media office today to discuss your New Media needs.

Thank you,

Roberto Mighty

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SECTION 7: ABOUT CELESTIAL MEDIA

Celestial Media clients, broadcast outlets, sponsors and marketing include The Whitehead Institute for Biomedical Research, Novartis Pharmaceuticals, SmithKline Beecham, WCVB-TV Channel 5, The Argosy Foundation, US Centers for Disease Control, eMedtrain, USA-LOAN, Harvard Medical School, MIT, The J.Jill Group, The Institute for Responsive Education, Zone Laboratories, HarperCollins Publishers, Random House Publishers, the TJX companies, and many more.

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*Thanks to Wikipedia.org for the first two definitions.

** Currently, Celestial Media neither recommends nor supports live webcasting.