

THE FEEDROOM IS SOLUTION ORIENTED, CUSTOMER FOCUSED AND FLEXIBLE.

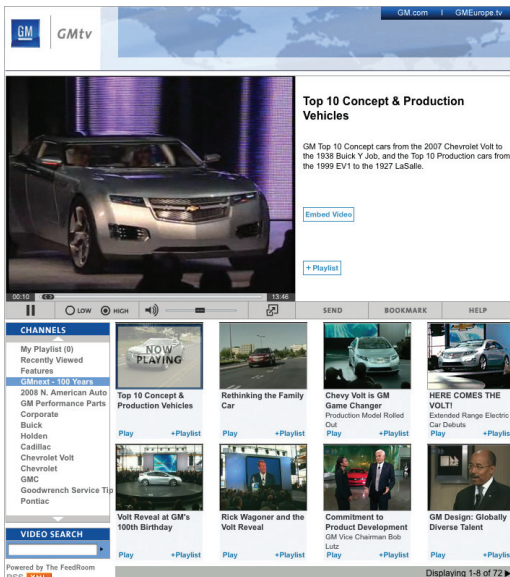
– Michael Wiley, Director of New Media, GM Communications Group

CHALLENGE

General Motors global business requires an “always-on” 24/7 internet webcasting network for delivery of live and on-demand programming.

SOLUTION

The FeedRoom not only manages a complex archive of online video content, but it also enables live webcasts to the media, consumers, and business partners.



RESULTS

By creating a 24/7 distribution channel for video assets, General Motors has significantly increased audience reach while maintaining a modest cost structure.

A HIGH-POTENTIAL CHANNEL BECOMES BOTH AFFORDABLE AND PRACTICAL

General Motors, the world's largest automobile manufacturer with 321,000 employees and sales of \$193 billion in 2004, pioneered the use of satellite TV in the 1980s to communicate with its vast corporate ecosystem, including customers, employees, dealers, the media and the financial community. Today, it's also delivering rich media to those stakeholders via the internet, cost-effectively and quickly.

“Quite a while ago, we recognized the potential of streaming video,” says Bill Betts, Manager of Web Services, GM Communications, citing the medium's anywhere, anytime accessibility as an advantage over satellite broadcasts. “But our early experience with it was that it was expensive.” The global communications group wanted an online video solution that would be cost-effective on a large scale, as a marketing and public relations tool.

“Satellite broadcasts go to a finite group of people at a specific time and place,” says Michael Wiley, the group's director of new media, “Because of its flexibility, online video was the next logical step in our marketing communications approach.”

To take that next step, in 2003 General Motors conducted a thorough search for a vendor that could handle all the technical aspects of online video at reasonable cost, while also providing strategic guidance for using it to the best advantage. It's choice: The FeedRoom.

A SCALABLE SOLUTION DELIVERING UNFILTERED, ON-DEMAND CONTENT

The FeedRoom rose to the top of General Motors' list of possible resources because of its track record of providing online video infrastructure, 24x7x365, for the likes of Reuters and Cisco Systems. “The FeedRoom was obviously in touch with all the possibilities for this medium,” says Betts. “And it had a solution that scaled easily, quickly and at a reasonable cost. Those were big factors in our choice.”

Within months of selecting The FeedRoom, General Motors had incorporated online video into its media website at media.gm.com and also, for special events, at gm.com. Visitors have quick access to video segments showcasing General Motors' news-making role at major events—like the New York, Chicago and

Online Video Engages Automaker's Media and Consumer Audiences Cost-Effectively

North American International auto shows—as well as executive presentations and in-depth information about major General Motors brands.

“One of our primary objectives,” says Betts, “was to meet the needs of the media, and not just those in secondary markets. Even the bigger media outlets don’t have the travel budgets they used to. So one of our goals was to bring auto shows and press events to the media online, unfiltered and at their convenience.”

“We did a slow rollout of this,” continues Betts, “without a lot of advance publicity. Our first major use of it was to offer video of General Motors’ product reveals at the 2004 Auto Show. Even with the low-key introduction, viewership on gm.com took a big leap—primarily because of the online video.”

The jump in viewership convinced General Motors that, with consumers’ rapidly growing access to the internet via broadband connections, online video had to be a bigger part of the mix on its websites. GMtv, as the initiative is called, was here to stay.

“The FeedRoom was obviously in touch with all the possibilities for this medium, and it had a solution that scaled easily, quickly and at a reasonable cost. Those were big factors in our choice.”

- Bill Betts, Manager of Web Services
GM Communications

To keep GMtv supplied, The FeedRoom not only helps General Motors to manage and leverage an archive of over 300 video clips, encoding them for online delivery, but it also enables the giant automaker to broadcast live events online. These are complex undertakings that involve ensuring that both the on-site and the online technology work flawlessly. For example, expertise from The FeedRoom enabled General Motors to broadcast their first, live, online product reveals for the 2005 Buick Terreza and Saturn RELAY, paving the way

for more than one dozen online product reveals in the following year. The FeedRoom also delivered excerpts from a private concert of the Black Eyed Peas in a special product reveal for HUMMER owners at the Anaheim, California International Auto Show.

AN EXCITING FUTURE FOR A CRITICAL NEW CHANNEL

“GMtv is another channel for us to use to get our message out,” says Wiley. “It’s not just a one-off, but a constant mechanism to communicate with rich media, live and on demand. With it, our built-in content creation capabilities do more for us, because we can put that content before more people, more precisely, than in the past.” The company now uses The FeedRoom to direct specialized video content to its 7,600 dealers in North America, and as broadband access grows, Wiley anticipates that online video will make an even more direct contribution to the company’s communication efforts.

That General Motors is able to offer this new capability without increasing staffing is a major benefit. Speaking to the practical challenges of implementing the new technology with minimal internal effort, Betts comments, “The FeedRoom was very helpful in getting something that was in the back of our heads and turning it into reality without requiring us to add staff.”

“It’s not just a matter of responsiveness,” he continues, “The FeedRoom is exceptional at that, always acting quickly on our behalf to get videos up. But the team there comes up with improvements, different ways to accomplish what we want, and sometimes things that we thought our budget couldn’t accommodate.” He cites as an example a meeting with the decision makers at Cadillac to discuss using online video. “Experts from The FeedRoom were right there with us, making creative suggestions and offering valuable input,” says Betts.

“The FeedRoom is solution oriented, customer-focused and flexible,” says Wiley, summing up General Motors’ experience.