

TAKE YOUR CONTENT TO A WHOLE NEW LEVEL

Many viewers visit websites specifically to watch video. But simply adding video to your site is not enough. In order to take your content to the next level and keep your viewers engaged, you need to create an enticing and compelling video experience. We'll integrate videos right into your current site, thereby maintaining your brand's integrity. And with numerous advertising features, you'll get the biggest bang for your buck. In addition, journalists can easily retrieve accurate information through the Download Manager – all they need is an internet connection!

SOLUTION OVERVIEW

Online video is no longer just for entertainment. It's also an ideal mechanism to deliver and obtain important information. Our media solution will enable you to deliver entertainment or news, build your brand, create an online community, and generate revenue. Need to upload entertainment or

news videos? No problem. Use FeedRoom Really Simple Upload (RSU) to easily upload and manage content. With RSU, everything is done in a safe and controlled way because an editor can approve videos before they are published. You can also add more security by restricting unauthorized users from uploading content, or by limiting where content is posted. RSU can also build social networks of video users because it's so easy to upload content.

Many online viewers feel that the ability to readily find their favorite types of videos would motivate them to start watching online video¹. We use sophisticated search engine optimization techniques so your viewers

will easily find your online content. And, our easy to use interface will keep them watching with interactive controls and features such as user ratings and commenting.

You can also realize new revenue streams by offering online subscription and pay-per-view programming, and by integrating advertising features into your web environment. Consumers have a **strong** positive reaction to online video ads, and many take action as a result of seeing an online ad². We design our players to accept advertisements from Open AdStream (OAS), 24/7 Real Media's fully integrated ad management platform. We'll handle everything through our in-house OAS account. Or if you prefer, we can customize your ad campaign to accept advertisements served by a third-party OAS or DART account, DoubleClick's comprehensive ad management program.

KEY BENEFITS

- *Attract, retain, engage, and grow your online audience*
- *Maximize your revenue opportunity*
- *Offer a great interface and compelling content*
- *Save internal IT staff time*
- *Control your brand*

¹The Online Publishers Association (OPA) Online Video Viewing Study; February 8, 2005; <http://www.online-publishers.org/newsletter.php?newsType=pr&newsId=60>

²*Ibid.*

You've surely spent a lot of time cultivating relationships with journalists. Now, take it one step further by creating a truly mobile way for them to retrieve information. With The FeedRoom Download Manager, they can view B-roll and broadcast-quality media footage, images, talking points, and podcasts – all off-line. They can also pause and resume downloads, even after the local computer has been shut-down and restarted. Files can be made available for public or private (password-protected) consumption.

SUMMARY

Video is no longer restricted to TV. With a major explosion in broadband, viewers are watching video on computers, iPods, and cell phones. Tap into the broadband explosion and harness the power of online video to achieve your business goals. The user-friendly interface will keep viewers engaged, while multiple advertising features give you the biggest bang for your buck. Keep journalists coming back for more with the simple, easy to use FeedRoom Download Manager.

KEY FEATURES

- *Ad insertion increases your return on investment*
- *Really Simple Upload (RSU) builds social networks of video users*
- *Commenting, user rating, and forward-to-a-friend components engage your viewers*
- *Full-service reporting allows you to understand what is drawing your audience*
- *Multiple distribution methods including video players, podcasts, and RSS and XML feeds broaden your reach*
- *Download Manager gives journalists access to downloadable press kits*
- *Embedded video enhances blogs and newsletters*

Take your content to a new level today - go to FeedRoom.com

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