



TELL YOUR STORY, YOUR WAY

The explosion of social-networking and video-sharing websites has prompted many organizations to post videos on these sites. But by using third-party sites, these organizations lose the ability to control and integrate their brand into their own website, effectively reach their target audience, and track their viewers with comprehensive reporting techniques. The experts at The FeedRoom will integrate online video into your own website, allowing you to distribute your message while promoting and protecting your brand. We'll also make it easy for journalists to retrieve accurate information using the FeedRoom Download Manager.

SOLUTION OVERVIEW

Deliver powerful messages to the media, customers, partners, and the public by harnessing the power of online video. A traditional hard-copy press release may be ignored, and an amateur video on a video-sharing site may bear no resemblance to your brand. Need to deliver broadcast quality footage within minutes? No problem. With video that is integrated right into your own web platform, you can transmit at the same speed and viral capability as the social sites, yet have access to sophisticated reporting functions. And journalists can easily retrieve your information with downloadable media press kits that make your messages stand out.

KEY BENEFITS

- Reach your target audience quickly
- Promote major announcements
- Manage crises
- Capture the attention of reporters
- Manage your brand and reputation

Respond immediately during crisis situations, when concise messaging and response times are critical. Explain the issue visually, and let your experts describe your action plan. In addition, executives can put their

own spin on the issue to put your company in the best possible light and address employees, partners, and other affected staff with personal and direct messages. Our embedded coding also allows you to make a lasting impression on your audience, since your videos can be easily shared, syndicated, and repackaged. We'll even embed the video player to further extend and reinforce your brand.

Generate a buzz, achieve more coverage, and bring your story to life by using online video for events and speaking engagements. Alert your audience within minutes that new content is available via RSS and XML feeds. In addition, our professional services team can put your live events online and convert them to video on demand (VOD) so that viewers can watch at their own convenience. We take care of the live event production, transmission, fiber and downlink acquisition, field and central encoding, live technical production support, asset insertion, editing, and VOD asset creation and publishing.

GIVE YOUR TRUSTED JOURNALIST PARTNERS WHAT THEY NEED

Make it easy for journalists to retrieve accurate information and meet their deadlines. 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

It might *seem* easier to simply post a video on a social-networking or video-sharing website, but by doing that you forfeit control over your brand and target audience. Let The FeedRoom, the pioneers in web video, design and manage your online video solution for you so that you can retain complete control of your content and messaging, manage your brand and reputation, reach your audience quickly with accurate information, handle crises, and put your live events online.

KEY FEATURES

- *The Really Simple Upload (RSU) tool builds social networks of video users*
- *Download Manager gives journalists access to downloadable press kits*
- *Commenting, user rating, and forward-to-a-friend components engage your viewers*
- *Full-service reporting allows you to understand what is drawing your audience*
- *Embedded coding so that you can easily share content and extend your brand*
- *Multiple distribution methods including video players, podcasts, and RSS and XML feeds broaden your reach*

Tell your story today - go to FeedRoom.com

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