

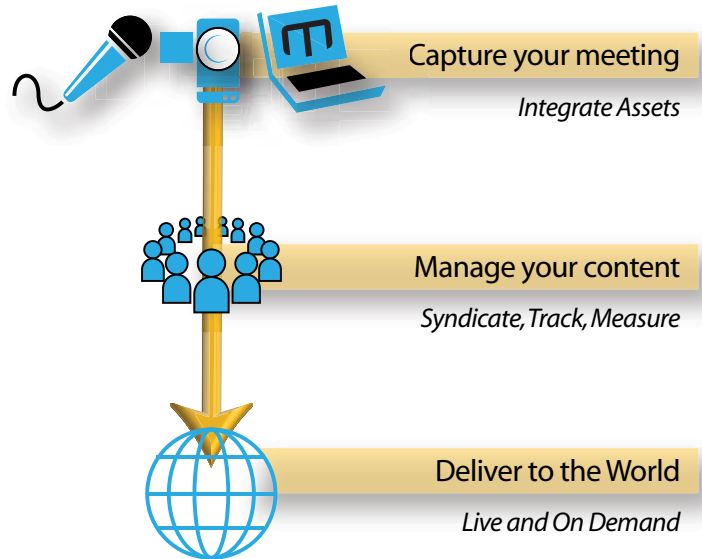
# Live and On Demand Internet Broadcasting

## Partner with Midhudsonmedia to Webcast Your Events Live or On Demand.

*Create powerful marketing communications, provide interactive learning and accelerate organizational transformation.*

As geographical considerations, budgets and deadlines continue to limit the feasibility of hosting large scale, in-person events, and as organizations look for unique ways to reach customers, more and more are searching for new strategies. These new ideas must allow participants to simultaneously develop relationships through targeted, personal communications, while still providing high-impact, trackable and cost-effective results.

The answer.... Live and On-Demand Webcasting, Streaming Media, Internet Broadcasting solutions from Midhudsonmedia.



### End to End Solutions Provider:

- Consultation
- Assessment
- Production
- Engineering
- Programming
- Training and Support
- Content Development
- Business Development
- Strategic Planning

### Benefits:

- Expand your reach
- Create new revenue streams
- Demonstrate communications leadership
- Create E-learning educational content
- Meet government compliance requirements
- Access video anytime anywhere
- Deliver one consistent message
- Speed time to market
- Increase retention of information
- Reduce travel costs
- Increase productivity
- Viewer Analytics



# Webcasting is Enhancing the Digital Communications Landscape

## Government

All New York State government agencies are required to Webcast all of their open meetings.

## Corporations

Corporations are turning to Webcasting to bring employees to meetings at a much lower cost. Meetings are being repurposed for additional On-Demand Training and Communications.

## Trade Associations

Trade shows using live Webcasting get increased press coverage. Post-event Webcasts provide additional viewing and revenue opportunities.

## Membership Organizations

Organizations are embracing Webcasting for a host of purposes, from training to fundraising to mission-critical communications.

### Midhudsonmedia offers customized Internet Broadcasting Channel Interfaces.

No need to invest in equipment, staffing or training. Midhudsonmedia handles all of the set up and logistics for each event. We capture Hi-Definition Video and encode for Live and On-Demand webcasting in a custom branded interface with synchronized relational data such as PowerPoint presentations, web and E-mail links live chat, instant polls, surveys, as well as in-stream and relational advertising.

The screenshot shows a webcasting interface for 'SUMMIT IN TECH VALLEY' on 'TECHVALLEY TV.com'. The interface includes a main video player, a slide titled 'From AMD to AMD: The Dresden story', a 'Sponsors' list with logos for Berkshire Bank, the chamber, Albany International Airport, Technology Ventures, Midhudsonmedia, Times Union, and National Grid, and a 'Clips' section at the bottom. Callouts highlight features: 'Branding' points to the event title; 'PowerPoints synchronized with video, relational data and chapter headings.' points to the slide; 'Change the size of the video and PowerPoint windows with these controls.' points to window controls; 'Use the controls to pause, play, track time, manage volume and enable full-frame viewing.' points to the video player controls; 'Clips let users navigate easily through conference.' points to the clips section; 'Link directly to your sponsors' websites.' points to the sponsors list; and 'Interactive Communication Modules - Live Chat, Surveys, Blogs, Syndication, Advertising.' points to the bottom right area.

