

ON-DEMAND VIDEO SERVICES

REACH. ENGAGE. MEASURE.

As Web 2.0 reshapes the business landscape, companies face new challenges communicating with customers, employees and the media. Audiences demand information that is not just current and accurate, but conveyed in a compelling, interactive way. More than ever, it's important that messages be differentiated not just in their content, but in the way they are delivered.

Bring your company's values to life, reinforce your corporate culture and increase audience engagement with our measurable on-demand video services. For more than a decade, we have provided online communications solutions to companies of all sizes, in every industry. A dedicated service team is available to act as a consultative extension of your team, offering you unlimited support and peace of mind.

BENEFITS OF ON-DEMAND VIDEO

- Engage a global audience with high-quality streaming video delivered on innovative, customizable platforms
- Reduce travel costs and return valuable time to your senior management's schedules
- Increase attendance by allowing users to access your content at their convenience
- Gain peace of mind with a dedicated account manager who walks you through the entire process
- No downloads required
- Measure the effectiveness of your communications with detailed reporting and user analytics

ISHOWCASE: VIDEO, AUDIO AND FLASH ANIMATION

Educate and engage your audience with iShowcase, the exciting and innovative online platform integrating video, audio and Flash animation. This interactive, viewer-driven presentation enhances the user experience. Viewers can easily jump ahead or review a section of your presentation without having to manually rewind or fast-forward. You can even include elements that link off to other Web pages.

Our experienced team will walk you through each stage of the production process. Once you have created a script for your iShowcase, we will bring "lights, camera, action" to your location, wherever you are. Whether you are putting your CEO front and center or recording a voice-over for a product training, our producer will be on-site to share best practices and put everyone at ease. We can customize an innovative presentation based on your communications strategy and budget.

- **iShowcase featuring HD video:** Shot completely in high-definition (1080i), deliver a compelling and personal user experience on the Web with broadcast-quality video and Flash animation.
- **iShowcase featuring audio only:** Combine a crystal-clear voice-over with Flash animation and still images to create a dynamic multimedia presentation that gets attention and gives you measurable results.

WHAT ARE COMPANIES USING ON-DEMAND VIDEO FOR?

- Executive communications
- Product launches
- Branding initiatives
- Company overview
- M&A communications
- Employee recognition
- Corporate responsibility
- Training
- Recruiting



Pizza Hut® used iShowcase to deliver America's Biggest Bedtime Story (featuring John Lithgow) to over 100,000 viewers worldwide in one night.



THE POWER OF VIDEO

- People generally remember 10% of what they read, but 50% of what they see and hear simultaneously. (Source: Albert Mehrabian, "Silent Messages")
- 37% of investors feel a company leader's personal appeal positively influences their investment decisions. (Source: NAIC Voice of the American Shareholder Poll)

OUR GLOBAL OPERATIONS AND PRODUCTION CENTERS

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- Hong Kong
- London
- Nuremberg
- Sydney

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SPOTLIGHT VIDEOS: SHORT-FORM VIDEOS

Take control of how your company is perceived in the marketplace. And extend the influence of your management team over internal and external audiences. Spotlight Videos are affordable, on-demand short-form videos that are professionally shot on location and edited by experienced filmmakers.



Getting started couldn't be easier. Once you have a concept in mind, we'll walk you through pre-production best practices to ensure that we capture your story from all angles:

- **Executive Spotlight Video:** A short non-scripted, interview-style video of your CEO or other top executive. Capture the vision and strategy of your leadership team along with your company's business achievements, philosophy and culture. This option includes approximately two hours of filming, including appropriate on-location b-roll footage.
- **Product Spotlight Video:** Showcase a product in action with a knowledgeable host for your launch events or training. This option includes approximately two hours of filming.
- **Company Spotlight Video:** Provide a comprehensive overview of your company and its culture, history, executive team, values, and relevance of products and services. Incorporate the most persuasive elements of your corporate story through interviews with executives, employees, customers, vendors and partners. The two-minute version includes interviews with two executives and requires a half-day of filming. The three-minute version includes four interviews and allows for two rounds of editing. This option includes a full day of filming.
- **Conference Spotlight Video:** Convey the energy of your conference or special event while capturing attendee testimonials and highlights from your key presentations. This option includes a full day of filming.

ON-DEMAND VIDEO WEBCASTING

Video is within everyone's reach with on-demand webcasting from Thomson Reuters. A cost-effective and professionally shot video features a turnaround time measured in days, not weeks. You can even add PowerPoint slides to emphasize key points. These days, increasing engagement and tracking ROI are top priorities for most communicators. Leverage the same user analytics available in our live video webcasting solution to help measure your success.

We also provide video clip conversion for your existing footage. Dust off your corporate video library and extend its life by converting it into dynamic, fully-branded on-demand webcasts. We can receive nearly any video format, convert it into a Web-ready presentation and host all the files. Post them to your website or intranet and create an organized online archive that can be accessed by anyone. The files can be viewed in Windows Media, Real, Flash or QuickTime formats—the choice is yours.

- Training videos
- Commercials and TV clips
- Executive presentations
- Conference and special event videos



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