

Benefits of Webcasting

- The immediacy of live television to instantly communicate the same message to vast audiences – in a timely manner.
- Providing another communication medium for “publics” or stakeholders.
- Using a technology that is perceived as “high tech” and the association that your client is future thinking.
- A delivery network that is in place (the web) and a delivery device (the computer) both conveniently accessible to users.
- Lower delivery costs when compared to traditional satellite/business TV technologies.
- Interactivity (both audio and text) with the presenter.
- Viewer accessibility to multiple streams of information simultaneously during the webcast (i.e. viewing the cast while: e-mailing questions to presenter, reading presenter bios, conducting a buz-chat relating to the topic, accessing products images/product specs. etc.)
- The ability to provide “post-cast”, on-demand archival copies of programs.
- Added revenue streams (both one-time and on-going) for your communication company (i.e. any communication planning/coordination related to webcasts; scripts, support materials used, pre/post-webcast communications etc.).