



Webinars | Webcasting | Virtual Events | Conferencing | Video Publishing

**Onstream**<sup>™</sup>  
▶▶▶▶▶▶▶▶▶▶**MEDIA**  
The Virtual Event Company

## ABOUT ONSTREAM MEDIA

Onstream Media is a leading online service provider of corporate audio and web communications, including webcasting, webinar, conferencing and virtual-event technology. Our innovative webcasting platform is ranked #1 by TopTenREVIEWS, and our Infinite Conferencing division Web and audio-conferencing services have been recognized by the International Business Times as the #1 conferencing provider.

Onstream Media's industry-leading solutions are designed to help you connect with your target audience, extend the value of your business relationships, reinforce your organization's brand and support growth.

All of Onstream Media's products are scalable, backed by world-class infrastructure, superior software and service. Our Web-based virtual events are optimized for mobile devices, and they incorporate interactive and social features to maximize impact.

Participants have the ability to view all web-based events live or on demand, keeping them informed well after the live presentation and discussions are finished. System analytics and lead-generation data ensure that the value of each event is measured and fully leveraged.

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# WEBCASTING

Broadcast your message to hundreds– or multiple thousands– of individuals over the Internet with Onstream Media’s professional webcasts. Webcasts can be viewed on any browser or mobile browser, and they are ideal for press conferences, sales events, all-hands meetings and other “one-to-many” events where Internet broadcasting is needed.

Rated #1 in the industry by TopTenREVIEWS, our award-winning Visual Webcaster platform is a browser-based tool that enables organizations to produce their own professional, branded webcasts simply and cost-effectively.

Visual Webcaster allows you to create dynamic presentations right from your browser with pre-designed themes. Users can incorporate media, such as streaming video, audio, graphics, HTML, presentation documents and more. Webcasts can be viewed live or on demand with supplemental documents for download, Q&A sessions and polls.



## WEBINARS

Webinars include several interactive elements that make them ideal for lead generation and training. Participants can listen to audio or view streaming video and interact with presenters and other participants through a variety of social-media tools.

For both sales and training, webinars provide a cost-effective way to deliver key information to multiple people, easily and cost-effectively. Engage your audience with Q&A sessions, chats and polls, as well as end-of-session surveys.

Sales organizations, publishers and non-profit organizations will find webinars to be excellent lead-generation tools. Every webinar captures not only registration information but also detailed metrics about how long the participant stayed at the event, whether he or she asked a question, responded to a poll or downloaded supplemental information. This data, combined with our advanced analytics, provide highly qualified, actionable leads.





## VIRTUAL EVENTS & MARKETPLACES

Onstream Media is a pioneer in broad-based, virtual-event solutions that differentiate organizations and drive revenue. We specialize in marketplaces that bring communities with common interests together – for commerce and information exchange – in a cost-effective way that reduces time spent travelling and meeting in person.

Our virtual event platform, MarketPlace365, can be scaled up or down to address your communications priorities. At a basic level, you can use your virtual marketplace to conduct a straightforward lead-generation webinar with qualified attendees. Or, tap into additional MarketPlace365 features and organize a day-long best-practices or e-learning summit with speakers, participant interaction and follow-up opportunities.

Operating at full throttle, MarketPlace365 offers you the ability to house and deliver interactive and information-rich trade shows with hundreds of exhibitors and thousands of attendees – for a one-, two- or multiple-day show or as an all-year-round permanent marketplace.

MarketPlace365 can also be used to augment a physical tradeshow or annual conference. Set up in conjunction with a live, in-person event, your virtual marketplace can promote your sponsors, stream video of keynote speeches and panel discussions, and provide supplemental resources, such as downloadable sales sheets and thought leadership presentations from exhibitors – all to a global audience.



## VIDEO PUBLISHING

Streaming your videos online is a powerful way to increase your company's visibility, drive home your messaging and promote your products and services. To create maximum impact, however, your organization needs a way to continuously publish fresh videos with minimal manual intervention.

Onstream Media makes publishing video easy with Streaming Publisher, the company's industry-leading video streaming, hosting and publishing platform. Streaming Publisher offers cost-effective, secure streaming tools for encoding, managing, indexing, permissioning and publishing content to the Internet or virtually on any mobile device or tablet.

Onstream's video publishing tools include an automated workflow to not only prepare the video files for publishing but also to organize them based on your marketing or promotional needs. For companies with a high volume of video to share, our hosting, content management and automated publishing system provides seamless publishing to maximize your viewership. We can also help you digitize and encode your existing tape and film stock.

Monetize your media assets through pay-per-view and subscription business models for live or on-demand, streaming and downloading scenarios. Our e-commerce capabilities enable content owners and content aggregators to easily create media commerce portals and storefronts using a point-and-click interface.



# INFINITE CONFERENCING

Onstream Media's Infinite Conferencing division offers a suite of audio- and Web-conferencing services that can be customized according to your needs for professional, seamlessly run meetings and events.

Our self-managed Reservationless Audio Service or full-service Premium Event offering can be used for meetings, press conferences or client presentations. Additionally, our global conferencing services are backed by BT Conferencing, one of the world's most reliable and scalable global-conferencing infrastructure providers.

Infinite Conferencing's Smart Cloud Web-conferencing solution, developed by IBM, facilitates online meetings, enabling participants to actively engage with one another. Participants can use screen sharing, desktop sharing and document sharing to communicate, interact and exchange information with other desktops and virtually any mobile device. Web conferences are ideal for adding a visual component to your virtual meeting, employee learning sessions and other situations where collaboration is necessary. Use screen sharing, desktop sharing and document sharing to communicate, interact and exchange information.





## EDNET

In the film, TV, music and advertising industries, communicating quickly and effectively is business-critical. Onstream's Entertainment Digital Network (EDNet) is the creative media industry's standard for the highest quality audio and video communications.

Onstream Media's EDNet service offers directors, producers and editors instant, real-time digital audio and video communications.

EDNet's network spans over 600 North American affiliates and nearly 200 international associates, including studios, advertising agencies, producers, directors and talent for production, post-production and distribution.

Our tools provide you with the ability to communicate flawlessly without respect to distance – anywhere, anyplace, anytime – providing invaluable savings in time, travel costs, and stress.





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## COMMITMENT TO SERVICE

For all Onstream events – both web-based and audio – we provide high-touch, white-glove services to ensure your presentation is delivered professionally and seamlessly. Our goal is to help you strengthen your brand as you connect with customers and to support your growth.

Onstream’s Event Coordinators can handle all the technical and administrative aspects of your meetings so you can focus on delivering your message. We can take care of pre-registration, lists of participants, tabulating the results of in-call votes or polls, replay of the meeting and transcription services.

For more complex events, we can also provide complete production services, planning, execution and promotion, as required



**Healthcare** - Onstream provides healthcare-industry clients with the tools they need to raise the profiles of their products and services and to interact with influencers. Our offerings include custom medical marketing, continuing medical education (CME), speaker and key opinion leader (KOL) training, virtual board meetings, regional symposia and more.

**Investor Relations** - Raise your company's profile with the media, analyst community and shareholders using Onstream technology. Our offerings are ideal for earnings announcements, virtual roadshows, launches, social-media corporate announcements and day-to-day meetings.

**Law Firms** - Use online meetings and audio conferences to save costs and increase efficiency in your organization. Our offerings can be used for meetings, continuing education, litigation, depositions and business development, as well as for recording and archiving case material and to streamline your recruitment program.

**Non-profit** - Elevate your organization's image, increase donations and boost membership using online meetings, virtual events and audio conferences. Onstream's tools can help your organization hold cost-effective meetings with supporters, as well as conduct outreach and fundraising drives.

**Publishing** - Gain new readers and advertising revenue with webinars and virtual events. Whether you are planning a webcast, webinar or thought-leadership seminar, Onstream allows your audience to connect anytime, anywhere – even via mobile devices – to gain insights that will benefit their businesses.

**Technology** - Use virtual meeting and event technology to launch a new product, announce a new hire, hold a user conference or meet with your investors. Keep your firm on the radar screen of customers and investors with our mobile-enabled, feature-rich virtual events.

Visit us online to learn more about how Onstream can help you.

[www.onstreammedia.com](http://www.onstreammedia.com)



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