



Industry
Pharmaceutical

Purpose
National Dinner Meeting
Programs

Event Date
October 2014
(7pm & 9pm ET)

Location
Studio of Origin in
Las Vegas, Nevada

WEBCAST vs. SATELLITE

The Background

The expensive and expansive costs of satellite broadcasting continues to leave many clients with the monumental task of justifying what has been its long-standing marketing outreach tactic - national dinner meeting programs.

This particular client had simple sets, visual production and satellite equipment costs eating its way through the marketing budget long before the focus of *maximizing a target audience* and *presenting core messaging* was even being discussed. Fixed satellite studio locations were creating high travel expenses to get the speakers on-set. Restaurant locations were severely limited to only those that could specifically deliver satellite programs. However, add the frustration of changing viewer habits (who were demanding mobility while viewing) with a lack of target-ability and those same dinner meetings were turning this costly investment in satellite broadcasting into a huge motivator to transition from satellite to webcasting.

There was so much to help with but it started here: with the client's need to present two live webcast programs in one night, from one studio, streamed to a large nationwide audience.

The Solution

With an ever-growing network of hundreds of approved restaurants, web broadcasts were able to be viewed across the country with no technical issues what-so-ever at 116 remote locations. Xyvid's team of programmers and planners created a pre-registration and registration system for optimum tracking; streaming experts and on-site technicians ensured program delivery; and data tracking for both programs provided information never before accessible to the client about viewing behaviors and experiences across the board.



The Solution Continued



XYVID PROVIDED:

- Studio procurement and management.
- Custom event registration.
- Technology for broadcasts.
- Technicians and equipment at all 116 restaurant locations.
- Layers of viewing options – Xyvid is the only solution with the ability to deliver the same broadcast in Flash, broadcast in HTML or through Second Screen at the same time.
- Proactive tech support for the duration of the events.

With gains in flexibility, mobility, ease of implementation and all with a visual quality equal to or surpassing that of satellite, the transition to webcasting dinner programs for this client turned its national dinner meetings around – and for **nearly 1/3 less than what it was paying.**

The power of the live program is not going away. The means by which to deliver the best program, however, has evolved to a reliable, duplicable, high-quality Xyvid webcasting solution. There are many aspects of this client case that were simply program altering that we will not write about here - aspects that are probably not unlike those you are trying to implement for your programs right now. To discuss these issues at length, and to see in person the kinds of dynamic programming we are talking about, please feel free to contact Xyvid directly.