WEBCAST vs. SATELLITE

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BACKGROUND

With steep and expansive costs, satellite broadcasting continues to negatively affect many clients. Specifically, they must attempt to justify one of their primary and long-standing marketing tactics – national dinner meeting programs. For this show, the client had simple sets, visual production, and satellite equipment costs taking up a majority of the marketing budget, even before discussing their target audience and core messaging. Often, the fixed satellite studio locations were creating excessive travel expenses because they needed to get the speakers on-set. There was a direct lack of flexibility for both the client and their speakers.

Likewise, restaurant locations were unfortunately limited to only those that could deliver satellite programs. Considering this, the combination of the change in viewer habits (who were demanding mobility while viewing) and a lack of target-ability, caused their dinner meetings to become a costly investment. This allowed for a huge motivation to transition from satellite to webcasting. Although they needed help in various areas, the client's main goal was to present two live webcast programs to a large nationwide audience, in one night, from one studio. With the help of the Xyvid platform and production team, they would be able to accomplish all of their immediate and future goals.

EVENT FACTS:

Industry
Pharmaceutical

Purpose
National Dinner Meeting Program

Reach
Nationwide Audience

Locations
116 Restaurant Locations

Studio
Las Vegas, Nevada

Upgrades
Increased Mobility, Flexibility, and Implementation

Type of Event
Virtual Audience

THE SOLUTION

With Xyvid's growing network of 116 approved restaurants, web broadcasts can be viewed across the country without any technical issues. Xyvid's team of programmers and planners created a pre-registration and registration system for optimum tracking of viewers. Additionally, streaming experts and on-site technicians ensured program delivery. The data tracking for both webcast programs provided brand new information about viewing behaviors and viewer experiences that were previously inaccessible to the client.

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.

Through the transition to webcasting, this client was able to dramatically improve their national dinner meetings – and for nearly 1/3 less than what they were previously paying. Specifically, they experienced upgrades in flexibility, implementation, mobility, and all with a visual quality equal to satellite broadcasting.

The power and influence of a live program is not going away any time soon. The method to deliver the best program, however, has evolved to the reliable, high-quality Xyvid webcasting platform. To learn more about all the improvements the Xyvid platform will provide you and your company or organization, please contact the professionals at Xyvid directly. Present better with Xyvid.

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