



NEW! PODCAST SERVICE

The delivery of effective communications with all stakeholder groups gives your organisation competitive advantage.

Podcasting is no longer just a consumer option. As a method of publishing and retrieving files on the internet it is an ideal communication tool for business.

World Television's audio and video podcasting service offers great opportunities for financial communications, public relations, corporate & internal communications and public policy strategies.



Implementing Podcasting for Business

World-leading companies and organisations are adopting podcasts for a variety of communications strategies. The combination of press releases, podcasts and multimedia news releases creates a compelling mix.

Investor Relations: Companies such as Novartis and United Business Media utilise podcasts for their financial communications as an additional, convenient distribution method alongside webcasts. See case study overleaf.

Public Policy: Podcasting offers national and worldwide organisations the opportunity to capitalise on extended distribution for symposia, announcements and conferences. See World Economic Forum case study overleaf.

Public Relations: Directly target specific subscription target audiences with marketing and sponsorship campaigns.

Internal/Corporate: Podcasts make corporate news, updates and training initiatives easily accessible to staff worldwide.

The Benefits of Podcasting

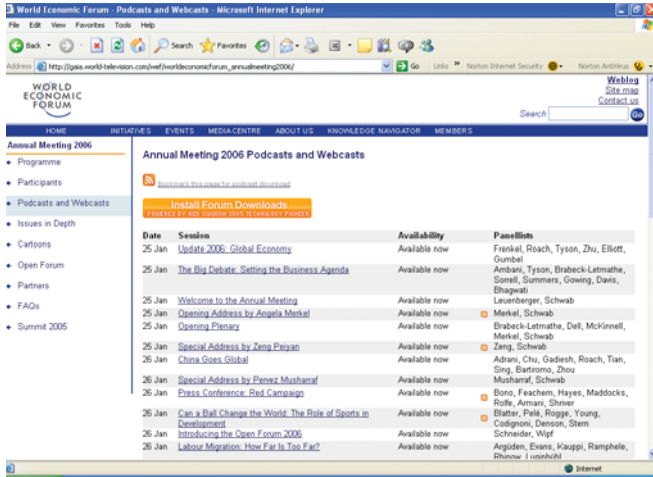
- **Perception** - be seen as innovative and cutting-edge by your key audiences
- **Visibility** - increase your profile through added online coverage
- **The Pull Factor** - your audience alerted to your updated news via their subscription services
- **Flexibility** - end users can listen or watch at their convenience
- **Portability** - your podcast viewed or listened to anytime, anywhere, downloaded to PCs, iPods and other hand-held devices
- **Measurability** - track the usage of your extended distribution

Distribution & Measurement

We know statistics are vital to prove effectiveness and return on investment. By distributing your podcast via directories such as itunes as well as your corporate website, we maximise your distribution and provide you with a usage report giving you an overview of downloads and hits.



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CASE-STUDY World Economic Forum - Davos 2006

The World Economic Forum increased their viewing audience by 30% with over 16,500 podcasts downloaded over a period of 5 weeks.

Distribution:
12 podcasts and 37 webcasts were produced during the 5-day event and published on the forum website (weforum.org) and by registering on podcast directories such as itunes and podcastalley.

CASE-STUDY Novartis

Novartis are acutely aware that not all their stakeholders can attend results presentations. An audio podcast was added to their webcast extending their audience by 736 people.

The IR website hosted the webcasts, podcasts and a tool for viewers to sign-up to the RSS feeds so they could automatically receive future company updates.



Enhanced Podcasting

Now available - the next generation of podcasting. World Television's enhanced podcast service enables you listen to your audio podcast and view indexed slides at the same time on your desk-top or ipod screen. The indexing also enables you to navigate to the points in the presentation or announcement that interests you most.

Further Information & Pricing

Capitalise on the latest technologies to amplify your organisations communications. World Television's position as Europe's leading video webcaster combined with our multimedia and content-creation expertise will ensure that your message engages your target audiences powerfully and effectively.

World Television's broad portfolio of services includes: broadcast PR, international broadcast media relations, business television, webcasting, podcasting, corporate video production and events.

London
+44(0)207 388 8555
info@world-television.com

Stockholm
+46 (0) 8 5065 7000
stockholm@world-television.com

Geneva & Zurich
+41 (0) 44 306 5111
zurich@world-television.com

Sydney
+61 (0) 2 9957 2922
sydney@world-television.com

Nelson
+64(0) 3545 6248
sydney@world-television.com

Frankfurt
+49 (0) 69 7508 5700
frankfurt@world-television.com

Madrid
+34 913 430 730
madrid@world-television.com

