

**VIRTUE AND HBL MEDIA WEBCAST NATO FORUM TV**  
*NATO supports inaugural Business & Security Forum with webcasting solution*

**London, UK – 20 February 2004**

Virtue Corporate Services, ("Virtue"), a leading European provider of webcasting to corporates, and HBL Media, today announce that they have provided a webcasting solution for NATO's inaugural Business & Security Forum which took place in Berlin, Germany on the 10<sup>th</sup> through the 12<sup>th</sup> of February 2004.

NATO, the world's foremost security alliance, is for the first time holding a Business and Security Forum which will bring together government and business leaders, intelligence analysts and scientists to discuss common threats to society, and to examine together how to defeat them. HBL Media has produced NATO Forum TV, a television programme exploring the key issues to be addressed at the forum, for broadcast on TV during the forum, as well as streamed on [www.natoforumtv.com](http://www.natoforumtv.com).

Stephen Horn, CEO, HBL Media, said: "By providing a dedicated broadcast quality television channel we have enabled NATO to bring the important issues of business and security to life. With Virtue's help we have now been able to use the internet to bring the power of television to a much wider audience."

By webcasting the event NATO are opening up the main issues of the forum to a far wider audience than would traditionally be possible, enabling them to create extra value out of both the conference and NATO Forum TV.

Klaus Ackerstaff, CEO, Virtue Broadcasting, said: "The reach of conferences and forums can be vastly extended through Virtue's online communication platform. NATO, like many other international organizations, has a strong need to talk to a very large international audience and webcasting is the only means of communication available that can fulfil it cost-effectively. We are happy to be at the forefront of our industry by being selected to deliver high-profile information for an organisation like NATO."

**About Virtue Corporate Services**

Virtue, a UK operating subsidiary of Virtue Broadcasting Plc, is a leading streaming media solutions provider in Europe enabling corporations to communicate both internally and externally, to support their business goals, cost-effectively. Virtue provides organizations with the technology infrastructure and software solutions, which empower them to create and deliver communications messages that complement their global communications strategies. It is headquartered in London, and has offices in Zurich, Frankfurt, Stockholm, Madrid and Sydney.

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

**About HBL Media**

HBL media is the foremost supplier of broadcast quality television programmes to major conferences around the world. Working with leading news and current affairs broadcasters we now bring the power of television to global business audiences. HBL also offers its blue chip client base access to cutting edge public relations and media training services. Headquartered in London HBL has offices in Cambridge, Boston, and Denver.

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

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