

October, 2010

WEBCAST SERVICE LIST



Pricing: *Each webcast project is different and has a range of variables. That is why we must send a customized quote. Contact Galbraith Communications (GC) for pricing based upon your specific requirements. You can also contact us for rough pricing for general budget purposes if you have not yet worked out all of the details. This service list will help you to determine what you may require.*

Webcast vs Webinar: *These terms are interchangeable but we define a webcast as the broadcasting of an event that has a physical audience such as a conference. A webinar, on the other hand, is an event that has no physical audience and is typically one or more presenters in a boardroom or office setting.*

A) Typical configuration

Description: The standard webcast is with one camera, up to a full day, in one language or both official languages, designed for an audience of up to 450 simultaneous viewers.

- Advance Internet testing and site inspection
- Registration, log-in and live page, bilingual *
- Webcasters
- Equipment usage (camera, laptop, light, etc.)
- Media streaming server (Windows Media or Flash)
- Recording

Deliverables:

- Live, unilingual or bilingual webcast
- Video archive of the webcast (online and DVD)
- Statistics on who signed up and who logged on (via password protected database on Canadian server)
- Text log

** The live webcast page includes web audience interactivity in the form of a private question box (only the host sees the questions) or open text chat (all participants see all submissions). Questions are printed out on-site and handed to a designated event official. Questions can also be viewed and displayed on a large screen.*

The registration and log-in system results in a database of users. You will be able to see, in real time, via a password protected administration page, who is registering and logging on. When the webcast is over, we send you the final registration and log-on lists in addition to the text log that captures all online discussion.

B) Options

There are a wide range of options for webcasts. The typical options chosen are synchronized slides for live and/or archived webcasts, live technical support and an evaluation form. For webinars conducted in a boardroom, an audio system is usually needed whereby we provide wireless lapel and desk microphones.

B1) Slides:

Slides appear beside the video and are moved by the webcast operators or the presenter. The audience will see the slides move in real time. Participants also have the option of moving the slides by themselves. Synchronized slides are available for both live and recorded webcasts in both official languages (as required).

B2) Multiple cameras:

It is rare to require more than one camera but in the case of conferences where there may be both a podium speaker and panel speakers, a second camera can add a more polished appearance.

B3) Audio only:

Streaming media can be offered in an audio-only format. Talk to us about the circumstances in which audio only or video makes the most sense.

B4) Teleconferencing:

GC is not a teleconferencing company. Our specialty is web delivery. However, webinars can be conducted so that both options are provided: telephone and webinar. People using the phone can still watch the webinar but must turn their webinar volume off to avoid feedback. Questions can be submitted by the phone audience and the web audience. The teleconferencing portion can be as simple as using your boardroom polycom with the conference arranged through Bell or another teleconference event provider. Our on-site crew places a microphone on the phone so that the webinar audience can hear everything.

B5) Captioning, text transcripts, XML files and interpretation

All of these services are designed to enhance access to live and recorded webcasts and webinars. Captioning is provided through a link where live webcast participants can read what is being said. The captioning is retained and used as the basis of a verbatim transcript made available with the archive.

An XML file can also be produced to include captioning directly on the video archive. The file contains technical code that displays text as it is spoken in the archived video.

On-site interpretation is available for live events so that the web audience can hear the presenter in English or French. Normally, at a conference, translation is available through a translation booth. But in the case of webinars held in small boardrooms, a translation booth is not practical and an on-site interpreter, listening to the live webinar in an adjacent room, meets this requirement.

These services are almost always deemed essential for government webcasts to meet accessibility requirements.

B6) Internet

A wired, dedicated Internet port with no firewall is needed to webcast. Sometimes, this is not available. Therefore, we use portable modems or Bell DSL modems. The portable modems work in any urban area but ideally, need to be located near a window and/or in an upper level floor. If these conditions are not present, Bell modems may need to be ordered. The Internet connection is always tested by us in advance to ensure smooth operation. (Wireless Internet will work if the connection is excellent).

In terms of reception for government and other high security buildings, the webcast signal can be re-routed to a web address inside a network firewall so that government employees can view the webcast. If there is a bandwidth limit in a department, the webcast registration is capped and the bit rate of the video is restricted.

B7) Evaluation, technical help, microphones and paypal

These are other options that can be included. An evaluation form is filled out when people log out of a webcast. Typically, between 50 and 80 per cent of webcast participants do fill out an evaluation if the form is not too long and the questions are mainly multiple choice.

A bilingual technician can be online to help anyone who is having a technical problem 30 minutes before a webcast and during the entire webcast. Usually, about 3 per cent of participants will have a technical question that can easily be solved.

For video webinars in boardrooms or offices, we need to bring microphones and an audio mixer. Most audio webinars can be done over the phone. For webcasts of conferences, workshops and other events with a physical audience, audio is obtained from the translation booth or mixer supplied by the A/V company. We work closely with all A/V suppliers to ensure high quality audio.

Finally, for paid webcasts, we can customize paypal to work seamlessly with our registration system. The registrations are stored on our Canadian server behind a password protected login to comply with Canada's Privacy Act.

C) Expenses, discounting and customization

Galbraith Communications will travel anywhere in North America to webcast an event with expenses paid by the client. If a webinar is conducted inside a hotel, the hotel room is considered an expense and invoiced accordingly. Price discounting is offered for multiple webcasts.

D) The GC Reputation

Since webcasting is our only business, we absolutely must ensure that everything is perfect. Our reputation, and yours, are on the line. Many organizations come to us because they've heard about our reputation for reliability and service. We do no advertising. All business is from our web site, referrals and word-of-mouth. Also, we use no third parties. All of our equipment, software and personnel are in-house. GC's industry leading advance checklist allows us to guarantee our equipment, systems and labour.

FOR MORE INFORMATION, TO REQUEST REFERENCES AND SAMPLES, OR TO RECEIVE A QUOTE:

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