Galbraith Communications TV (GCTV) Presents the Unique Web TV Service!

Your Web TV station will cut distribution costs while reaching your audience more effectively than any other medium! Perfectly suited to support your communications objectives, Web TV is cost effective and engaging. More than video programming, it is designed to encourage audience participation and feedback.

Surveys show that web video is on target!

A new study (March, 2006) by the Online Publishers Association shows that 5% of Internet users are viewing video daily, 24% view it once a week and 46% are watching once a month.
See the official study in PDF format downloadable from our web site
http://www.galbraithcommunications.com

Meanwhile, ComScore Networks, an Internet measurement firm, said its study of the streaming video habits of 1.5 million Internet users found that those ages 35-54 are the most likely to watch online video, even compared to younger users.

What is Web TV?

Web TV is an exciting service from Galbraith Communications that facilitates both live and recorded video programming with a smart, easy-to-use interface. If part of your mandate is to distribute educational or awareness-building information to your members, clients or the general public, then Web TV will be of interest to you.

Advantages of Web TV

- Cut printing, mailing and CD production costs
- Cut TV ad costs by directing people to your Web TV infomercials instead
- Reduce travel and accommodation budgets
- Immediate delivery of priority information and services
- Effectively promote your messages, projects and events
- Project a leading edge image and improve transparency
- Obtain ongoing audience feedback
- Improve accessibility for all audiences
- Reach your audience 24/7 at times convenient to them
- Build a partnership network through a one-stop Web TV portal
- Dramatically expand your reach to communities nationwide and worldwide

Sample programming on your Web TV

- Training and education
- Promotions and consumer campaigns
- Conversion of existing corporate videos to the web
- News briefings
- Employee communications and management messages
- Interactive online focus groups

- Broadcasting of live workshops and conferences
- Interactive seminars (webinars)

Features of Web TV

Content

- Your existing VHS and CD video library is converted to bite-sized video clips for the web. We use multi-streaming that automatically detects the speed of user connections so even dial-up users can watch.

- Record workshops, speeches, product demonstrations and promotional messages that stream online either the same or following day for up to the minute programming.

- Your Web TV station can include a live broadcast system with interactive text chat to conduct focus groups, delivery of time-sensitive information, workshops and conferences. We can also help you produce a regular live newscast!

- Your Web TV station can include multiple channels, each with a different language, topic or department source.

- The Web TV infrastructure is database-driven so there's a new video feature every day to keep users coming back. The database can be programmed to feature certain programs on certain days.

- A programmable online TV guide lets users know what's coming up and what is currently available on your Web TV channels.

Purposes

- Invite your partners to contribute to your Web TV station, creating a "one stop shop" portal for your sector or interest.

- Revenue generation is possible by charging organizations to feature their videos on your station or posting graphical ads and logos beside your video display.

Access

- Videos can be converted to audio podcasts so your audience can take your information wherever they go using an iPOD, cell phone or other portable MP3 device. Videos and audio can be converted to text to meet accessibility guidelines for people with disabilities.

- Each time a new video is posted, users can choose to be notified by e-mail.

- Some or all of your content channels can be restricted to people who have registered or you can have channels publicly available.

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Why use Galbraith Communications?

Experience: We've been developing live and recorded web video systems since 2003 and have become a leading supplier of webcast services. Not only do we have the technical and design expertise, we've also learned what works and what doesn't for web-based video programming.

Quality Control: Using the latest web streaming technology, our Web TV service has been carefully assembled with strict quality assurance for reliable, robust delivery backed by our performance guarantee.

Lower Human Resources Costing: Video and audio filming, editing and encoding is a time-consuming specialty. We're able to process video at a fraction of what it would cost your organization in staff resources and time.

Lower Bandwidth Costing: We've purchased bandwidth in bulk from major U.S. suppliers. If you were to stream an unlimited number of videos to a large and growing audience through your web server, your web hosting fees would skyrocket out of control.

Web TV Services from Galbraith Communications

Galbraith Communications specializes in the deployment of these and other features.

- Unlimited cost-effective server bandwidth to accommodate large numbers of users.
- Filming, editing, captioning and encoding so you don't need to assign staff resources.
- Measurement reporting and registration systems.
- Interactive text chat and forms for audience participation and feedback.
- Live webcast station on your premises to serve up to 750 viewers at a time.
- On-site management of live webcasting of hotel conferences and events.
- Recording and production of presentations, workshops and other events.
- Marketing and promotional support.

Web TV Clients

The following organizations are among those that have either used our Web TV services in the past or are currently on our monthly service package.

- International Trade Canada
- Environment Canada
- Ontario Federation of Agriculture
- Industry Canada
- Toronto Fashion Incubator / City of Toronto
- Ontario Ministry of Agriculture and Rural Affairs
- Stewardship Centre of British Columbia / Government of British Columbia
- Wildlife Habitat Canada

See for Yourself!

Visit the GC TV demo: http://www.galbraithcommunications.com/streamsite

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