



BUSINESS VIDE

BusinessVideo.TMCnet.com

2012 MEDIA KIT



Powered by:



Business Video

The use of videos by business is expanding rapidly and faces a promising future. Four factors are at work to create vast opportunity: lowered costs of equipment, increasing bandwidth availability, improved streaming technology, and the proliferation of portable viewing devices. Laptops, netbooks, smartphones and i-Pads are making it easier to watch videos wherever and whenever it's convenient.

Many organizations are looking for technology resources to help them create, produce and distribute their videos. The Business Video portal on TMCnet will help them gain valuable strategies and access to resources to move their video plans "from ideas to scenes to screens." Continually updated news content about all aspects of Business Video technology will inform them about what's news, from pre-production all along the whole production chain to streaming.

Visitors to the Business Video site will get news they can use about applications integrating video, such as:

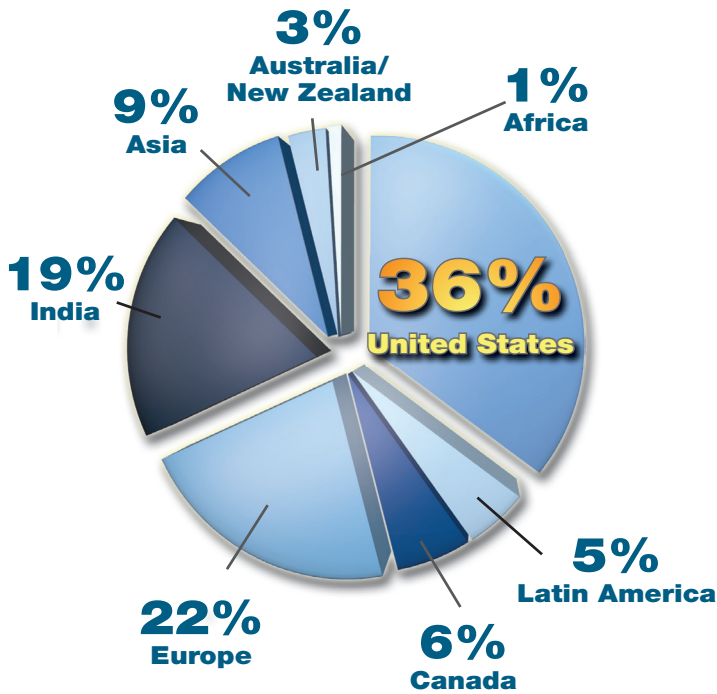
- Sales and marketing
- Employee training
- Executive presentations
- Social media & social networking
- Seminars and education
- Investor relations
- Human resources and recruiting
- Special events
- Corporate announcements and more

You belong on Business Video if you supply:

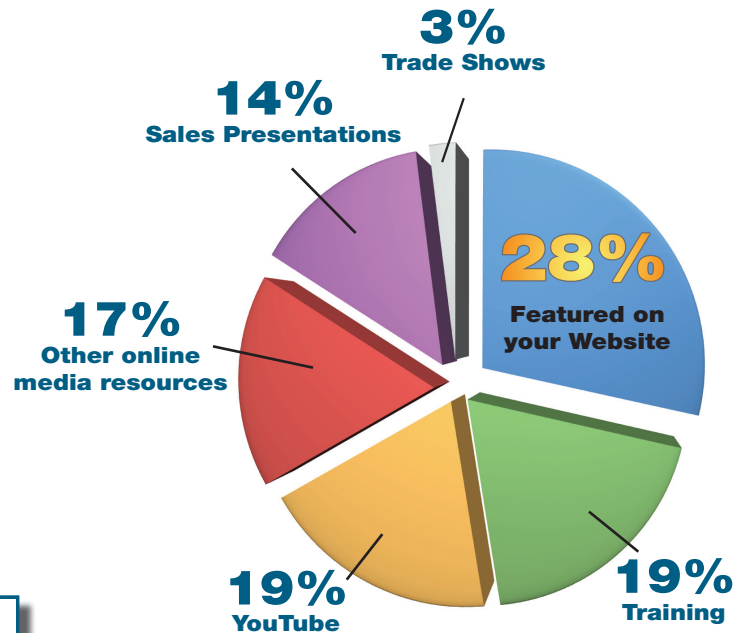
- Software solutions used to incorporate video into business communications
- Content management platforms to archive on-demand content
- Applications that track how and where business video is being used
- Video recording, editing, encoding and delivery technology
- Emerging forms of unified communications, web conferencing and telepresence
- Graphics and post-production technologies
- Hosted services for all forms of video creation, distribution and management

The screenshot displays the Business Video website interface. At the top, there's a navigation bar with links for HOME, WHITE PAPERS, VIDEO CASE STUDIES, MARKET TRENDS & ANALYSIS, VENDOR INSIGHTS, and RESEARCH SERVICES. Below this is a search bar and a 'FREE eNEWSLETTER' sign-up section. The main content area is divided into several columns: 'WELCOME TO BUSINESS VIDEO' with a video player, 'RELATED VIDEOS' with a list of video thumbnails, 'Business Video Top Stories' with a list of news items, 'Featured Business Video Editorial' with articles and author photos, 'Featured White Papers' with a list of documents, and 'Featured Showcase' with a list of featured content. A sidebar on the left contains navigation links like 'Channels', 'Video Content Management Systems', and 'White Papers'. At the bottom, there's a 'Business Video' section with a description and a 'Sprint' advertisement.

Representing Global Business



Video Usage

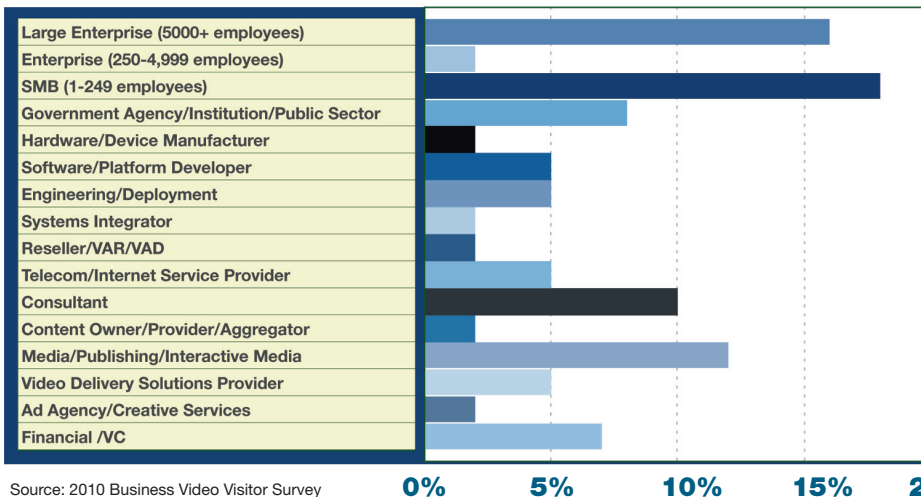


Number of Employees

5,000+	23%
1,000 - 4,999	11%
250-999	7%
50-249	13%
1 to 49	47%

Source: 2010 Business Video Visitor Profile Survey

Type of Business



Job Function

Corporate Executive Management: CEO, CTO, Pres., VP, Director	32%
Corporate Management: Marketing/Product Manager, Sales	13%
Technical Management: Manager, Supervisor, Systems Integrator	19%
Video Production Staff	9%

2 in 3
Visitors are involved in Technology Purchases for their Company

Source: 2010 Business Video Visitor Survey

0% 5% 10% 15% 20%
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Expand Your Presence, Extend Your Reach

More visibility creates more opportunities to convey the benefits of your company's products, systems and software. Greater visibility on the Business Video site is supported by more robust promotions. Your association with quality editorial content positions your company as a thought leader. Readers positively associate your company with providing valuable insights and news.

Global Online Communities (GOCs)

Your custom-designed community on Business Video is labeled with your select keywords, focuses on your specific market segment and carries only your online ads. These robust editorial platforms are built with layers of information in multiple media formats. GOCs are vibrant communities that achieve very high - even top - rankings on leading search engines.

Based on the tight focus of content and value of their resource, GOCs are routinely bookmarked by decision-makers looking for news, product information, and partnership opportunities. See page 6.

Channels

Become a search engine powerhouse! Optimized keywords will bring qualified prospects from major search engines to your fully customized page. A Channel is a powerful instrument to develop a community for professionals seeking specific news, while bringing information about your company's products and solutions. See page 7.

Web Advertising

High Impact Impressions: Leaderboard, Skyscraper, Banner, Button, Page Curl.
Targeted Impressions: Article Ad Box, Splash Page ads. See pages 9 and 10.

Webinars

Host a Webinar. Receive actionable leads from pre-registration, live event attendees and post-event archived attendees. Complete turnkey e-events include registration, marketing, operations and 18-month archive.

Whitepaper Program

Post your whitepapers on Business Video and receive a constant flow of quality leads. Reach nearly two million communications decision-makers. Business Video editors can work with your sales & marketing team to create a custom White Paper that incorporates relevant market research data that associates your firm's solutions and technology with current trends in the business video marketplace.

eNewsletters

A dozen unique, product-focused e-newsletters deliver your marketing message in an editorial environment.



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About Business Video

Business Video is the resource center that provides a range of useful information and practical guides on the use, deployment and integration of video communications in the corporate sector. Business Video features news, analysis and insights on how enterprises are leveraging emerging online video, webcasting, video conferencing and telepresence technologies to enhance day-to-day business operations and achieve tangible ROI for their organizations.

Business Video is a joint partnership between Technology Marketing Corporation (TMC), the world's leading business to business and integrated marketing media company, and Interactive Media Strategies, a leading research analyst firm covering the business video and enterprise communications marketplaces.

This site helps professionals:

- Monitor industry news and developments
- Analyze and review new products, services, and applications
- Track companies' activities and financial performances
- Monitor regulatory issues
- Stay on top of important industry trends such as emerging standards that may impact deployment plans
- Hear first hand from other end users thought leaders about best practices and success strategies
- Understand the challenges and opportunities businesses face when selecting and deploying business video solutions, services and technologies.

As a participant on the Business Video Web Site, your company can show and tell:

- Your competitive advantages
- Products, services and applications you offer
- How you can improve and streamline business video production
- Your company's editing, post-production and distribution technologies
- Streaming technology and expertise
- And additional ways you can serve the booming business video market.



67%

of Visitors Plan to Begin Producing/ Distributing Online Video Content in the Next 12 Months

33%

of Visitors Currently Produce/Distribute Online Video Content

Source: 2010 Business Video Visitor Survey

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Global Online Communities (GOCs)

This news-driven site acts as a powerful, seamless extension of your website. GOCs are located on the left navigational bar of every page on Business Video, each Global Online Community carries your marketing messages around a continually updated stream of relevant industry news. About 16 Feature Articles weekly highlight news about your company.

Global Online Communities™ (GOCs) are robust news platforms, built with layer upon layer of content in multiple media formats. Your GOC focuses on your specified market area, and is populated and designed in conjunction with TMC's expert team of Web designers and editors.

Within a brief time, your vibrant community can achieve top rankings on leading search engines' results pages (SERPs). This is vital since 39% of searchers believe that companies with top organic rankings are leaders in their fields.

Based on the tight focus of its content and resources, your GOC is bookmarked by decision-makers who join these communities seeking solutions, including specific product and service information and partnership opportunities.

All GOCs are highlighted on every page on Business Video, appearing in the top tabs – including the Business Video home page. Most GOC's achieve 50,000 monthly page views after 6 months.

GOC features

- Introductory paragraph describing your company and explaining the purpose of the community
- Dedicated News Feed - Improves SEO and prompts bookmarking
- Video Player - Post interviews, product demos, relevant news feeds
- Your own company blog to communicate important news, announcements, product releases and partnerships
- Product Showcase area
- Partner Spotlight area
- Calls to Action (for lead generation)
- Bi-weekly eNewsletter
- Links to important sections of your own corporate website
- Site is constantly surrounded by your corporate banner ads and messaging



Channels Program

A Channel is a single page on Business Video carrying a company overview, featured articles, industry news, and your ads. It serves as a powerful extension of your Website, mirroring its look and feel.

Channel owners become virtual “owners” of the keywords that label them. Channels obtain high organic search engine ranking due to the reach of Business Video as well as the content of information flowing through them.

Up to two exclusive articles posted each week to every Channel support the strength of their keywords.

Build a community around your keyword

The Business Video Channels Program creates a customized portal for your company. You virtually “own” the keyword to it. Your Channel is positioned on the Business Video home page and directly accessible from all pages on our site. The leaderboard and sky-scraper ads on your Channel page are exclusively yours.

When you sign up as a Channel partner, your Channel achieves prominent – sometimes even top – placement on leading search engines. Your Channel acts as an exclusive portal to communicate your marketing messages in a highly credible, respected, up-to-date editorial format. Business Video’s veteran editors post up to four feature stories every month to deliver fresh exclusive content to your channel.

This powerful vehicle, a customized microsite for your company, can include:

- Daily Industry News and Weekly Feature Articles
- Your Company Overview and Mission Statement
- Customer Case Studies
- Product Demos and expertise to work for you
- Training Opportunities
- Catalogs and Brochures
- Lead Capture Forms and Calls to Action
- Link to your Company Web site



Business Video’s expert marketing, design and editorial teams have created over one hundred online Channels, delivering relevant editorial and marketing messages for clients in an array of markets. Consider how we can put our reach and expertise to work for you.

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**Social Networking and Interactive
Program Elements**



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Page Curl

Business Video's Page Curl is an eye-catching advertisement. The top right corner of the Web page reveals a teaser of your ad to prompt the reader to mouse over. This will cause the page to unfold to reveal the ad message.

Benefits:

- Eye-catching ad
- Seen on every page

Page Curl

Dimensions
640x480 pixels
Live area is smaller
72 dpi, 75 max
Acceptable files: .gif, .jpg, .png
Rich Media Enabled



Business Video's Splash Page is a stand-alone Web page dedicated solely to the advertiser.

The splash page advertisement is designed to capture the user's attention for a short period of time. The splash page appears randomly, between pages of content, when the visitor is browsing the site. The splash page will appear once a day for each visitor.

Benefits:

- No clutter or competition, the advertiser owns the page.
- Has the ability to animate the advertisement to create excitement and increase click throughs.
- Create a complex advertising message.

Splash

Dimensions
600x375 pixels, 72 dpi, 60k max
Acceptable Files: .gif, .jpg, .swf, .png, I-frame



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Leaderboard

Dimensions
728x90 px
72 dpi, 50k max
Acceptable files:
.gif, .jpg, .swf,
.png, I-frame

Skyscraper

Dimensions
125x600 px
72 dpi, 70k max
Acceptable Files:
.gif, .jpg, .swf,
.png, I-frame

Ad Box

Dimensions
336x280 px
72 dpi, 30k max
Acceptable files:
.gif, .jpg, .swf,
.png, I-frame

The screenshot shows the Business Video website interface with several advertising units highlighted by red arrows:

- Leaderboard:** Located at the top right, featuring a woman's face and the text "THE NEXT-GENERATION CUSTOMER IS HERE. Don't compromise your customers by compromising on your contact center platform. FREE WHITE PAPER".
- Skyscraper:** Located on the left side, featuring a blue background with a rocket icon and the text "It's not rocket science... Offer a great IVR and VoIP platform".
- Ad Box:** Located at the bottom left, featuring a blue background with a white dot pattern and the "voxeo" logo.

Other visible content on the website includes a navigation menu (HOME, WHITE PAPERS, VIDEO CASE STUDIES, MARKET TRENDS & ANALYSIS, VENDOR INSIGHTS, RESEARCH SERVICES), a search bar, a "WELCOME TO BUSINESS VIDEO" section, "RELATED VIDEOS", "Business Video Top Stories", "Featured Business Video Editorial" with articles like "The Rise of Business Video: Introducing a New Web Portal", "Tremendous Growth of 3D Technology Applications Expected in 2010 Says Frost & Sullivan", "Three New Customers from UK Join the Esteemed List of LIMEIGHT Networks' Customers", "Dynno's New Facebook App Allows Businesses to Produce, Distribute and Monetize Video for Marketing and Promotions", and "DIRECTV Implements Teradata's Active Enterprise Data Warehouse". There is also a "Featured White Papers" section and a "Featured Videos" section.

*** Most advertising units can be customized to "expand and contract" giving your advertising message greater presence and the ability to highlight more pertinent information.**

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Our 100+ Member Global Editorial Team Editorial Leadership

David Rodriguez, President

David Rodriguez identifies new areas of opportunity for TMC while ensuring effective execution of editorial and sales missions, and ultimately, client satisfaction. Under his direction, TMC online media vehicles have earned market-leading positions by constantly growing revenue and market share for their clients.

Tom Keating, Executive Technology Editor

Tom Keating, CTO of TMC and Executive Technology Editor for TMC Labs, has over 16 years of experience within the communications industry. In fact, Tom helped to launch the industry's first magazine covering the VoIP industry and wrote the first product review of a VoIP product from VocalTec. When he isn't testing communications, wireless, and call center products, he writes quite copiously for his renowned blog: <http://blog.tmcnet.com/blog/tom-keating/>.

Erik Linask, Group Editorial Director, TMC

Erik Linask oversees the editorial content and direction of TMC's online and print vehicles. He was previously Group Managing Editor. Prior to joining TMC, Erik began his career at management consulting firm Leadership Research Institute.

Patrick Barnard, Group Managing Editor for TMC's IP Communications Group, including TMCnet

In this position, Patrick Barnard oversees the editorial team for TMCnet, TMC's global resource for communications news and information. Barnard joined TMC as Senior Web Editor for TMCnet. Prior to TMC, he was managing editor for Multichannel Merchant magazine and former editor of the Darien Times, a community newspaper serving the town of Darien, CT.

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Rich Tehrani - CEO
Dave Rodriguez - President
Erik Linask - Group Editorial Director
Patrick Barnard - Group Managing Editor
Tom Keating - CTO and Executive Editor
Paula Bernier - Executive Editor, IP Communications Group
Brendan B. Read - Senior Contributing Editor
Stefania Viscusi - Assignment Desk Editor

Erin Harrison - TMC Executive Editor, Strategic Initiatives
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Bob Emmerson - TMC European Editor
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Who's on TMCnet

TMCnet is a Who's Who of industry leaders and rising stars. Hundreds of companies already profit from TMCnet's dominant industry reach.



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