

The online video age has arrived. How will you capitalize on the most significant advance in Internet capabilities since the birth of the Web browser?

Consumers (and the media companies that develop content for consumers) already recognize the impact that Web multimedia has upon individual's ability to see and share video content. The transformation is sparking fundamental changes in the way television programmers, content producers and media executives manage opportunities in their evolving market sector.

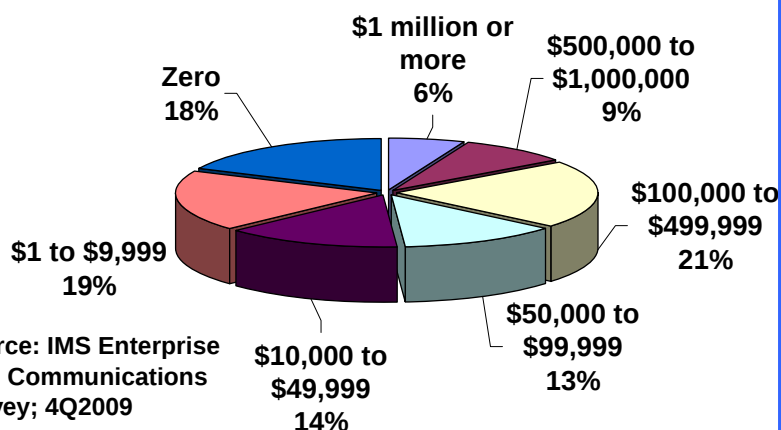
Now, Web audio and video are poised to create a more-lasting and fundamental change in the way that a broad swath of companies communicate on a day-to-day business. The growing affordability and reliability of online audio and video is helping the technology forge a role in enabling cost-effective one-to-many messaging in the corporate sector. From executive presentations and employee training to marketing events and customer support, applications of online multimedia are becoming more widely recognized as a way to communicate enriched messages to employee desktops at a fraction of the cost incurred by less convenient venues. When put to work effectively, online audio and video can help executives save money, communicate more effectively and create competitive advantage.

At Interactive Media Strategies, we have spent more than six years researching the Web video market and helping our clients develop a better understanding of how and why Corporate America is integrating online video – and other Web-based communications technologies – into their day-to-day business activities.

Corporate investment in business video solutions continues to grow. Every year, IMS conducts a survey of more than 1,000 corporate executives to gauge corporate use, deployment and perceptions of online video and a range of other technologies, such as Web Conferencing, traditional video conferencing, “tele-presence” solutions, podcasting, mobile multimedia and instant messaging. In our most recent survey, 36% of participating companies reported annual budgets for online multimedia technology exceeding \$100,000.

Subscribers to the IMS Enterprise Web Communications Service can tap into the range of research reports and Webcasts developed by Interactive Media Strategies that report key findings from our annual surveys and puts the data in context, incorporating insight generated from our on-going interviews with leading vendors and corporate end-users actively

**Annual Online Multimedia Spending
Budgets- Overall 2009 Survey Respondents**



participating in the online multimedia revolution. The blend of these research resources is designed to help technology vendors understand how companies are using the technology today and the factors likely to trigger existing and prospective customers to boost their investment in online audio and video.

Interactive Media Strategies' core mission is to identify the ways that corporations are using the Internet and IP-connected networks to empower enriched communications and predict how online multimedia, Web Conferencing, content distribution and other technologies will work in concert to usher in a new era of flexible, affordable communications platforms for the corporate sector. The momentum in this market is undeniable:

- **Corporate deployment of online multimedia now stands at 76 %, compared with a 50% penetration rate for the technology in 2003.**
- **Nearly two-thirds of executives surveyed from companies spending more than \$100,000 on online multimedia in 2009 plan to increase their budgets for the technology in 2010**
- **Of all respondents surveyed by Interactive Media Strategies in 2009, 86% describe online multimedia as an effective business communications tool.**

Beyond simply tracking the growth in the market, our team of seasoned research analysts works to help our clients develop a clearer picture of the factors influencing the evolution in how these technologies are being deployed and used. Interactive Media Strategies puts the market in context, identifying the types of companies that are investing in Web Communications, the sectors likely to boost their spending on the technology and the issues likely to play the biggest role in the purchase decision process.

The Enterprise Web Communications Service, described in detail below, serves up a consistent stream of packaged research that expands clients' understanding of the overall market along with tailored one-on-one services that aim to support clients in identifying and achieving specific business objectives.

Elements of the Enterprise Web Communications Research Service

Interactive Media Strategies can provide quantifiable analysis of how corporate executives perceive, use and deploy communications applications delivered via connected networks. Subscribers to the Enterprise Web Communications Research Service can benefit both from IMS' core research activities along with custom support designed to address clients' specific business needs.

Core Research Offerings

Distributed to all IMS subscription clients, the core research offerings are designed to provide a comprehensive overview and market insight into the trends impacting the evolution of the Web communications market. These deliverables include:

- **Detailed Research Reports** based on surveys of IS professionals and their attitudes towards the deployment of Web communications applications in the enterprise. Twelve reports published annually

- **Frequent “IMS QuickCast” Webcast Presentations** – Rapid-fire presentations - typically four to six minutes in length - addressing specific data results emerging from IMS’ on-going analysis of results from the IMS Enterprise Web Communications Survey. More than 40 IMS Quickcasts published annually.

Tailored Research Support

As part of the annual program, Interactive Media Strategies also works with clients on a one-on-one basis, developing custom content and services designed specifically to address key business objectives. Clients derive value from the following deliverables by working directly with IMS.

- **Two hours of analyst interaction time are available to clients each month** to develop custom data analysis or discuss issues related to market trends or competitive landscape in the corporate multimedia sector. This time also can be used by Interactive Media Strategies to help in the development of marketing materials, such as enhancing existing sales presentations, using data from Interactive Media Strategies’ studies. Many clients choose to have monthly conference calls with an IMS analyst to stay abreast of the marketplace and strategize on future plans. Other clients enlist IMS analysts to serve as industry references in meetings with media and/or venture capital groups.

- **Development of Customized Edition of IMS First Look:** Interactive Media Strategies will write a two-page overview of a briefing on a new product being introduced by a subscription client. The product overview will be made available on Web sites published by Interactive Media Strategies and licensed to the IMS subscriber for use in marketing activities.

- **One Day of Custom Analyst Service:** Interactive Media Strategies will work in conjunction with clients for an in-depth session, which may be at the client’s site, which is dedicated to a particular project such as developing content that can be used in conjunction with a company’s promotional activities or to educate top executives on key market trends. Clients can choose from the following services or arrange for other ways to use the “analyst day” allocated to subscribers. Potential support services can include:

- Moderating Sessions at User-Group Meetings
- Participation in Executive “Strategy Session”
- Development of Comprehensive, Topic-Specific Presentations
- Make Presentations to User/Reseller Groups
- Participate in conferences to train your sales force

Annual Subscription Fees

Companies can subscribe to the package of services described above for an annual fee of \$10,000. For more information on initiating a subscription with Interactive Media Strategies, please contact:

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