

# ON24 Webcasting Overview

## ON24 Webcasting

ON24 Webcasting engages your audience with high quality video or audio presentations complete with surveys, polls, and Q&A. With ON24 Webcasting, the audience sees your brand throughout the experience of registering for and attending a live webcast. A single URL provides access to the event for attendees and no downloads or plug-ins are required.

## What Is Webcasting ?

Webcasting is the technology that allows to deliver Online presentations (on Internet or Intranet) with Audio streaming or Video streaming & Powerpoint slides & interactivity with your audience. Attendees don't need a telephone: audio is played (streamed) on their PC. No download, no installation. When used for marketing purposes, it is often referred to as webinars (seminar on the „web“).

## Webcasting vs. Webconferencing

On internet, like in the real world, purpose, target and audience size of your Event will define the tool to be used:

- Webconferencing would be typically used for collaborative meetings that would include desktop sharing and voice interaction.
- Webcasting is the right solution for one-to-many events such as presentations, training, webinars and townhall meetings.

## ON24. Webcasting

### Video

Live or pre-recorded video stream (Audio Webcast: audio stream only)



Questions (Q&A)



Console design:  
100% customisable

Synchronised  
slides

Options: enlarge slides-, url's, email a friend-, help-, download files-, more info - links

## Quick Reference Guide – Webcast



**VIDEO**  
Streaming + Slides

### What to use Webcasting for ?

#### 1) Marketing/Lead Generation (Webinars)

Perfect media for powerful communication with your clients partners & leads. ON24 Webcasting offers features to optimize your lead qualification and increase your ROI.

#### 2) Internal & external Communication

For Management presentations, product launches, Press Conferences, Corporate Communication, etc. Rich Media Online Communication allows you to communicate effectively with your audience, wherever they might be.

#### 3) E-learning/Continual Professional Education

Perfect for e-learning. Live or On-Demand. Record your presentation only once. Everybody can learn from it at anytime. Certificates can be issued (CPE/CME/CPD).

## PGiMeet Webcast Features

### > INTERACTIVITY

ON24 Webcasting delivers high-impact virtual events to meet the needs of today's communications professionals, including Q&A, Polls and surveys.

### > REPORTING

ON24 Webcasting include a powerful reporting engine which provides details of event and tracking of each attendee. Ideal to qualify your leads. Reports are real time and entirely web-based.



**AUDIO**  
Streaming + Slides

### > NO DOWNLOADS

With no downloads or plug-ins, enterprises can easily reach internal and external audiences with engaging communication.

### > SCALABILITY AND RELIABILITY

ON24 manages the delivery of over 35,000 events per year and has made significant investments in its webcasting platform, including the deployment of completely redundant data centers to ensure the highest level of scalability and reliability in the industry. ON24 partners with leading content delivery networks to provide the best possible performance for all users regardless of location or type of connection.

### > CUSTOMISATIONS

ON24 Webcasting enables businesses to strengthen their brands and deliver engaging end-user experiences to audiences worldwide.

Use high-quality video or audio together with slides, Q&A, polling, professional networking tools and custom 2-D and 3-D virtual environments.

### ON24 Webcasting includes:

#### Live Audio or Video Streaming Webcast with Slides and Interactivity.

#### Base package includes:

- 250 Participants
- 3 Month Hosted Archive
- 60 min streaming
- Registration Service
- Event Lobby and Audience Console
- Web-based interface for presenters
- Confirmation, Reminder, Post-event Emails
- Multiple PowerPoint Presentations
- Live Polls and Post Event Surveys
- Live Q&A during the event
- Windows Media and Real Player Streams or Flash-stream
- Flash Console available
- Live Video Signal Acquisition (from video conferencing unit or with onsite production team. Numerous options available upon request)

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