

# WebCast

Presentations, seminars, product introductions, trade fairs and conferences: with each (business) event you aim to reach as many in your target group as possible. Internet can help you to expand your reach drastically.

WebCast offers a complete solution: your events live or recorded on the Internet. A fascinating addition to your means of communication; opening up the way to a wider audience.

## Assets of WebCast

- Maximum target group reach
- Interactive communication
- Largest streaming platform in western Europe
- Fast, professional and flexible
- Whole process is facilitated: registration, streaming and filing

## Important facilities of WebCast

- (Live) camera registration and direction
- Encoding existing material
- Infrastructure for live webcasts
- Media hosting and streaming
- Content distribution
- Podcasting
- Chat
- Transcription
- Reporting
- Project management
- Consultancy

## General applications

- Press conferences
- Product presentations
- Company movies
- Seminars, trade fairs, congresses

## Seminars, trade fairs, congresses to your audience

Webcasting is taking off rapidly. Watching video clips on the Internet is still a little special, but it will not take long before they are part of website visitors' standard expectation pattern. Two aspects are important in that respect: recording quality and the bandwidth necessary to service many visitors simultaneously. KPN has the know-how, experience and the capacity to turn every event into an interactive multimedia show. This will allow you to reach your audience more easily.

KPN is market leader on webcasting and facilitates among other things listed concerns and public authorities.

## Corporate Communication and Investor Relations

- (half) year presentations
- Analyst presentations
- Stockholders meetings
- Investor Relations Road shows

## Public Communication

- Parish meetings
- Civil annual reports
- Video chats with government officials
- Political debates
- Crisis communication

### WebCast (live) registration

Events can be broadcasted live and/or be made available afterwards (on demand). In both cases an KPN crew can do the registration of the event: sound, camera and directing. Recorded material can be edited, of course. You can choose between recording sound only (Audio WebCast) or sound and image (Video WebCast). Synchronized with your presentation you can show PowerPoint® slides. If you wish, these can be navigated by viewers themselves.

### Video chat

Live broadcasts can be combined with different types of interaction, among which video chatting. Viewers can submit questions via the Internet, which can subsequently be answered using words, gestures and text. WebCast uses different types of chatting. Many to-many allows everyone to chat with each other and many-to-one allows viewers to ask only one person questions, creating an online interview. Finally, there is one-to-one chatting, allowing two people to chat with each other.

### Encoding

Recordings cannot be put on the Internet just like that, they need to be encoded. This means that all is digitalized. This can be done live or afterwards. During this process the type of media player with which viewers will watch the content and the quality (necessary bandwidth) is determined. Simultaneous support of different formats is possible.

### Streams, media hosting and filing

KPN provides you with the necessary capacity for your webcast, whether there are hundreds of tens of thousands simultaneous viewers (streams). To file your video material KPN has the disposal of

media servers in the unique Cyber Centre, naturally applied with a high security level. KPN has several (shared) media servers to file your video material. KPN also has reproduction capacity, so that your presentation can be issued in large CD-ROM quantities or other formats.

### Distribution via portals

The success of Internet broadcasts is partly determined by the number of viewers. KPN is linked to several labels like Planet.nl and MSN.nl, so that interesting items can be transmitted via these portals as well and more viewers can be reached. Furthermore, announcements can be made on websites and live broadcasts can be distributed through, for instance, Het Financieele Dagblad, BNR Nieuwsradio, ANP Pers Support, Eurobench, Euronext, IEX, Financial Times and Wallstreet Journal.

### The ease of one counter

KPN's experience with streaming media goes back to 1997. With WebCast you can count on end-to-end service. In addition to WebCast, KPN also offers Audioconferencing, Webconferencing and Videoconferencing for communicating to your audience. In this way you have the ease of one supplier for all your event driven communication through the Internet and telephone.

### More with conferencing

A number of conferencing services were mentioned above. KPN offers a wide range of conferencing services, from small to large groups, with or without operator assistance, subscription based or book in advance. For bookings or information, call 0800-0156 (+31 70 3493838). You can find a survey of all conferencing services at [www.kpnconferencing.com](http://www.kpnconferencing.com)

