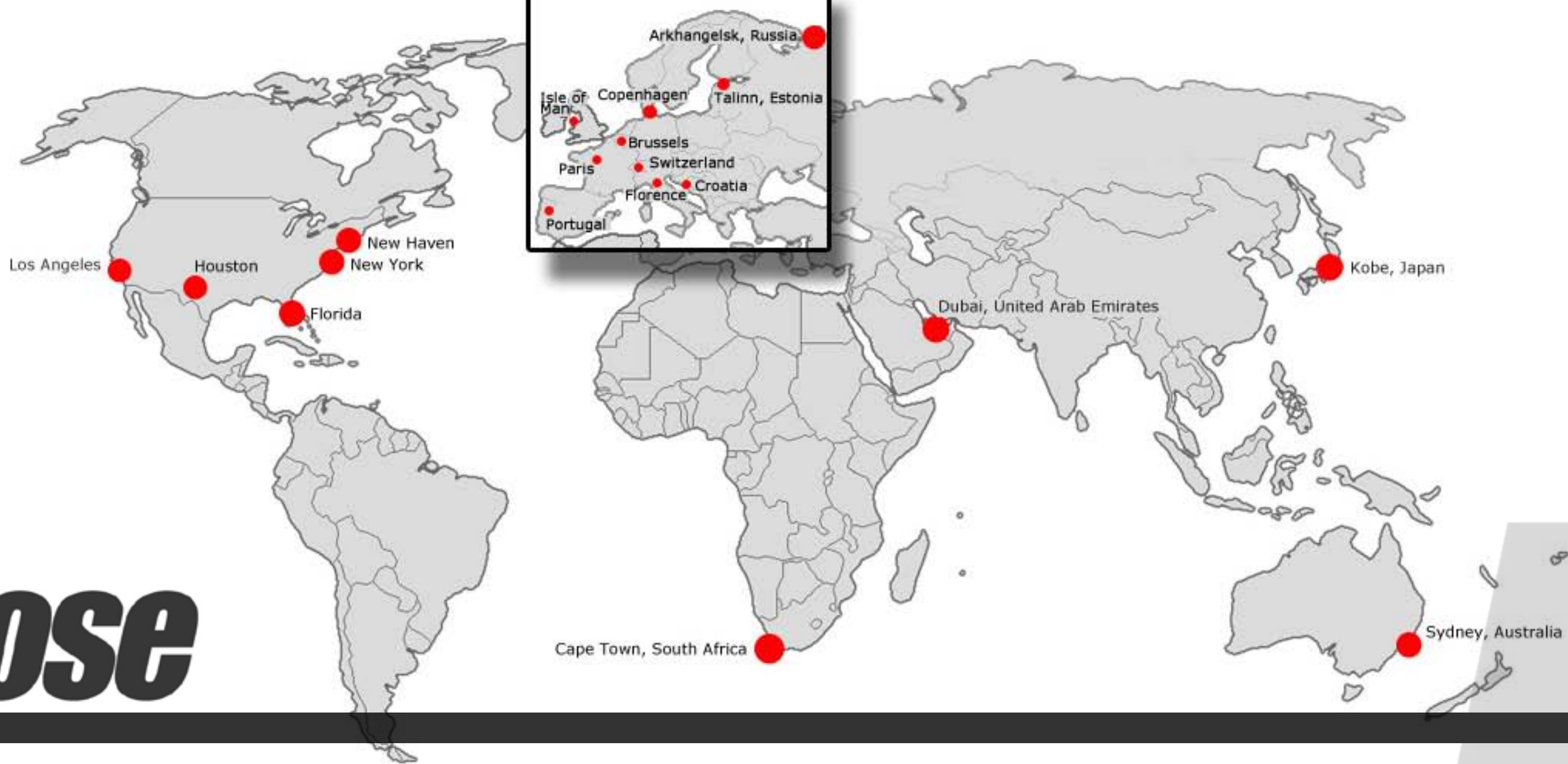


# *Joose*

Live Event Webcasting  
On-demand Webcasting  
Event Microsite  
Webinars



# *Joose*



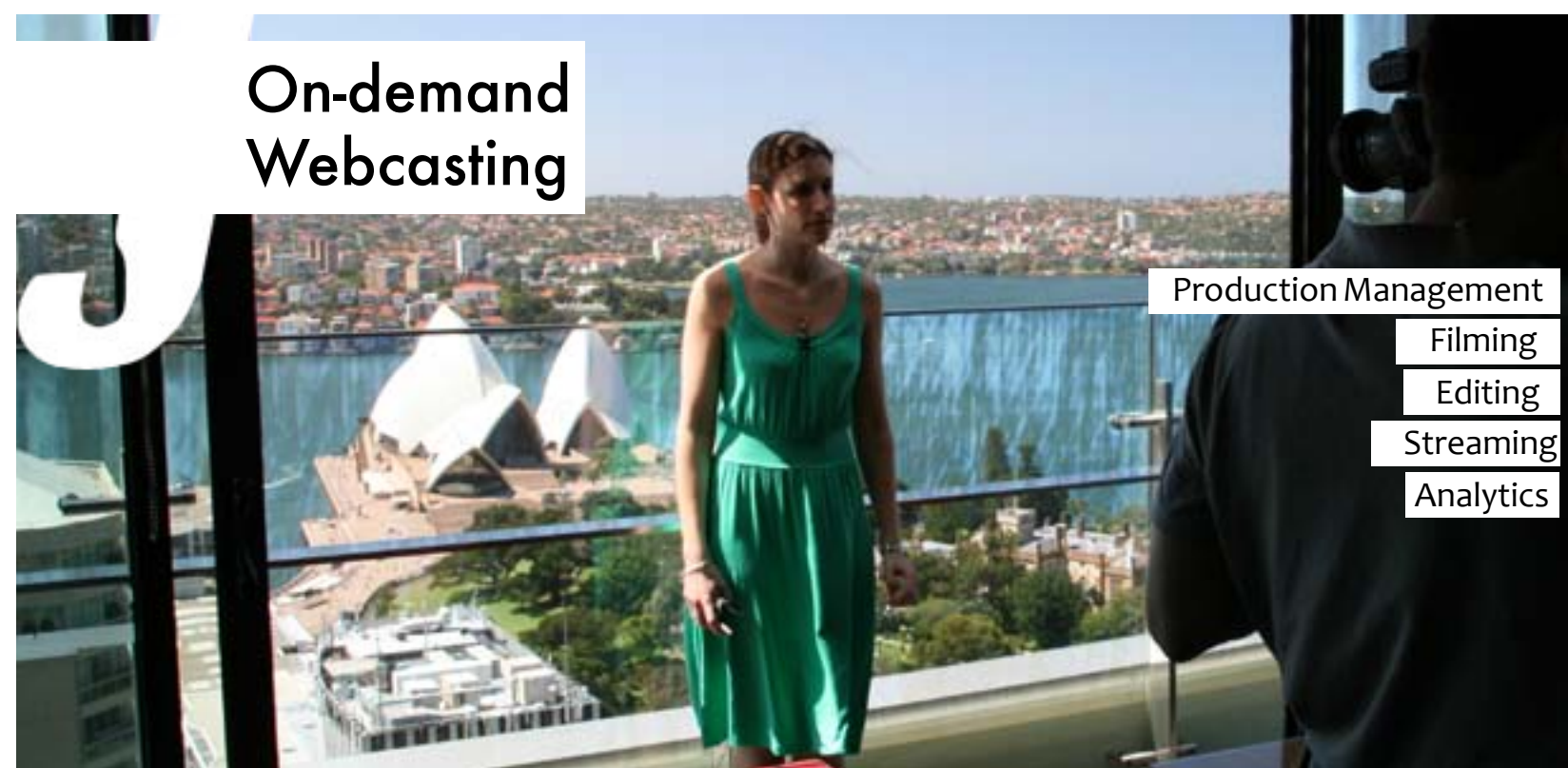
Joose was conceived in 1999, when we sought to consolidate our previous NGO/Corporate television production experience with the ability to use the Internet as a new means of distribution to deliver quality programming. And so, in 2000 Joose was set-up as one of Europe's first 'Internet TV' companies. Specialising on film planning and production and web-casting (both live and on-demand) we help our clients communicate with their global audiences – both internal and external, quickly and effectively.

We have been filming and webcasting conferences since 2002 and have experience with webcasts from all over the world from Europe to Australia and South Africa.



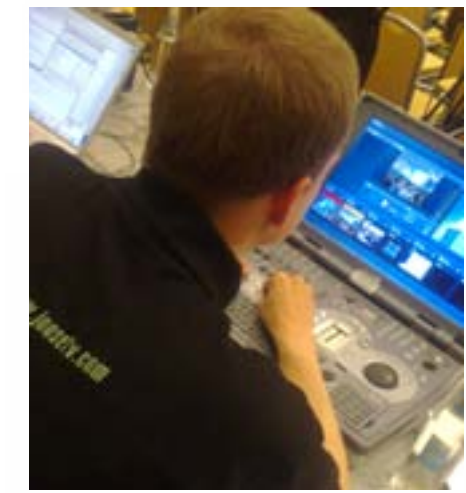
# Event Webcasting

- Production Management
- Filming and live mixing
- Live streaming
- Hosting



# On-demand Webcasting

- Production Management
- Filming
- Editing
- Streaming
- Analytics



**A live webcast** uses streaming media technology to take a single content source and distribute it to many simultaneous listeners/viewers. We can do this either via the Internet or through satellite technology and a video-feed can be distributed globally with only a 15 second delay from conference floor to the user's desktop.

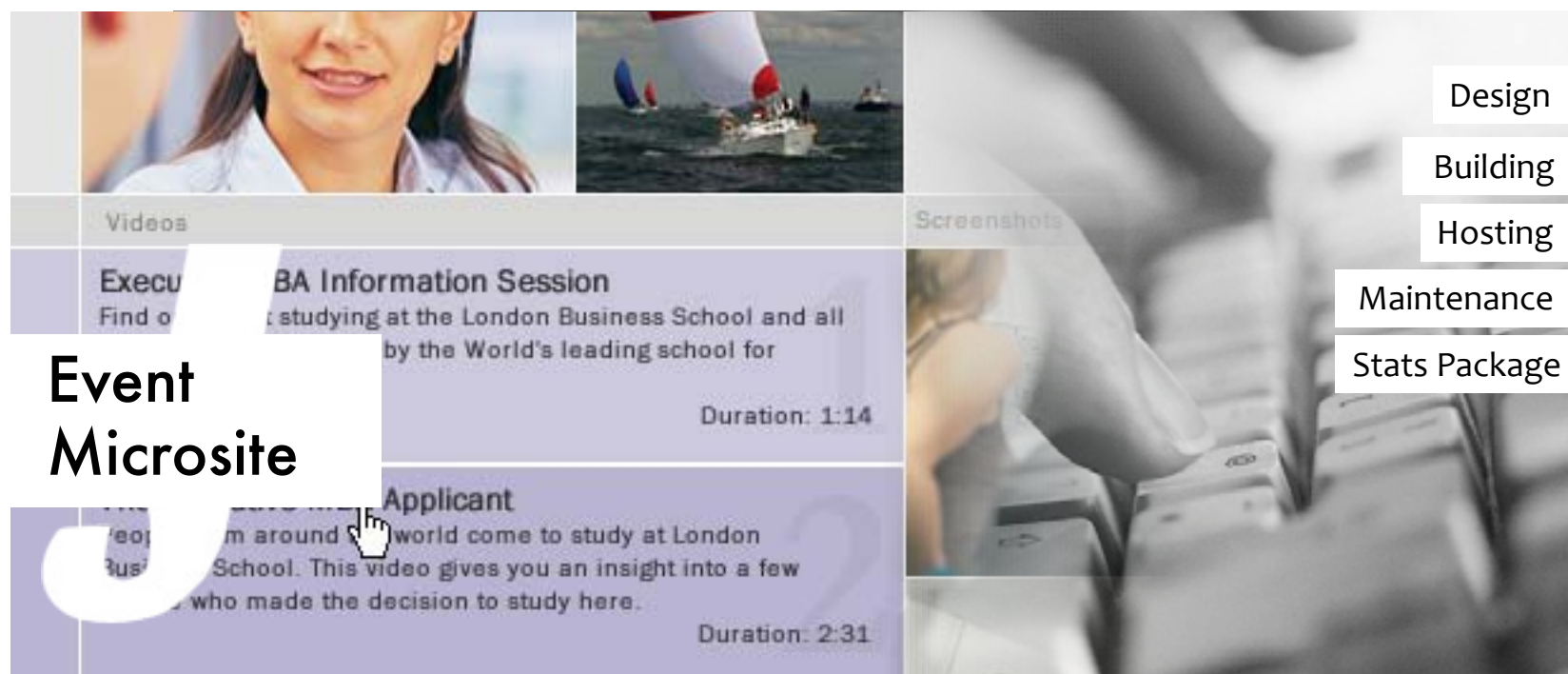
Joose will oversee the whole production from the beginning, understanding the organisers' needs, and liaising directly with the venue, to filming and live mixing of the actual event. Finally, the Joose team also manages all technical requirements for the streaming and hosting of the live webcast.



**On-demand webcasting** allows for more flexibility on what content conference organisers want to make available to others online. Joose can film and edit on-location so that programmes are made available online within a couple of hours. This allows for a variety of material to be released from the event apart from plenary session, such as:

- ▶ Highlights video
- ▶ Daily video news releases
- ▶ Voxpops with delegates
- ▶ Interviews with high-profile event participants
- ▶ More





**Joose's web development team** specialises in building event microsites where not only live and on-demand programmes can be hosted but also any other information about the client's event such as maps, contact and accommodation details, etc.

The microsite can then be updated following the event with photo slideshows, media quotes, etc. We also produce regular reports on usage stats for the website so that our clients can see how many people are visiting the website, what they are watching, where they are from in the world, etc.

We have webcast summit events and conferences for the World Health Organization, Oxford Health Alliance, London Business School, Department of Health, Novo Nordisk etc. As an example please play our World Health Organization case study video below:



We would be delighted to discuss your event webcast needs. Please email [ana@joosetv.com](mailto:ana@joosetv.com) or call us on **+44 207 278 7072**. For more examples of our work you can visit [www.joosetv.com](http://www.joosetv.com).



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