

Podcast Services

Podcasting is the ability to automatically update subscribers with new audio or video content. Essentially, it's a subscription that proactively checks for updated content from a particular Web site. Now via MultiVu™, you have the ability to distribute audio and video content directly to multiple audiences, portable audio devices and online users.

Product Options

- MultiVu's clients can supply pre-produced audio or video content for use in the podcast. MultiVu will then create the podcast file and distribute it through MultiVu's podcast distribution channels. (see Distribution below).
- MultiVu can also assist clients in creating original content for the podcast and then distribute it through MultiVu's podcast distribution channels (see Production Options and Distribution below).

Distribution

- MultiVu provides the client the URL to their podcast and MP3 file for targeted distribution either via posting the link on the client's Web site and/or proprietary e-mail lists, etc.
- MultiVu will also make the content available on the podcast section of iTunes. (We can also post a single photo/logo as album art on iTunes, at no additional charge.)
- MultiVu will also draw attention to the content by distributing a Podcast Notification Release (PNR) over PR Newswire's premium national newswire, US1, reaching 3,600+ Web sites including AOL and Yahoo! and over 4,000+ media points.

Production Options

- MultiVu can provide complete production services for the videotaping or recording of content. We offer full production services from project consultation, script writing, creation of graphics and animation, field production and final editing. (Additional charges apply based on individual project requirements.)

Added Value

- The podcast is also included in MultiVu's general news podcast, which is indexed in iTunes. The benefit from having your content included in the MultiVu podcast is that it is continually updated and promoted to media and consumers throughout the Web. The MultiVu podcast is also posted on PR Newswire's media portal, PR Newswire for Journalists, where more than 80,000 registered journalists can access it and www.prnewswire.com with more than 1 million visitors per month.

Reporting/Monitoring

- MultiVu can provide the number of downloads of the content and Media Access Reports from PR Newswire for Journalists and our public Web site, www.prnewswire.com.

Video podcasts from MultiVu are indexed in the iTunes database and on PR Newswire.

To subscribe to MultiVu's video podcast on iTunes, place this URL -<http://feeds.feedburner.com/MultivuVNR> - in the 'Subscribe to Podcast' section within the latest version of iTunes® 6.0.

For more information, please e-mail info-webcast@multivu.com.