



MultiVu™ Digital Center



Video and the Web have changed how marketing, PR professionals and corporate communicators reach out to consumers and media around the world. Companies can now communicate their key messages and brands in dynamic and instantaneous fashions by making content available online.

As more organizations create content, there is an increasing need for multimedia portals to archive, manage and make that content available, 24/7, to anyone, anywhere.

The Digital Center service makes storing, sharing and distributing any of your assets a seamless process using a single online management system.

Individual Client Digital Centers can archive assets such as videos, photos, logos and supplemental documents.

Service Features

- Dedicated Client Digital Center, branded with client logo and color scheme
- Video can be previewed by all audiences and downloaded by registered media and bloggers in a number of different formats
- Formats supported include MPEG-2 and MPEG-4 downloadable files, NTSC and PAL, SD and HD
- Online management center for creating and managing stories and assets
- Packages based on 30, 60 or 90 minutes of archived video content (with the ability to increase minutes as needed)
- Client Digital Center will auto-populate with MultiVu™ Multimedia News Release (MNR) distribution (Video distributed does NOT count towards minutes included in the package)
- MultiVu-produced video does NOT count towards minutes included in the package
- Advisory will be sent to media-only points via PR Newswire's premier national distribution network for each new client story added to their Client Digital Center
- Client Digital Center content is also made available through PR Newswire for Journalists (www.prnewswire.com/media), where tens of thousands of registered journalists and bloggers generate more than one million news release views per month as well as MultiVu™ Global Digital Center
- Comment section and rating system available to help engage consumers and media

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PR Newswire
United Business Media

MultiVu™



Reporting

- Ongoing detailed reporting and monthly summary available
- Preview asset reporting for video, photos, etc. (number of hits)
- MPEG2/MPEG4 reporting

Pricing

12 Month Subscription

- Up to 30 minutes of video content, 400 images*, documents**, etc. **\$60,000**
- Up to 60 minutes of video content, 800 images*, documents**, etc. **\$85,000**
- Up to 90 minutes of video content, 1,600 images*, documents**, etc. **\$100,000**

Optional Add-On Services

- Multimedia News Release (MNR): Delivers a 60 second to 3 minute video segment in attractive HTML format to approximately 3,600 additional Web sites including Yahoo!, Google and MSN. MNRs are Search Engine Optimized (SEO) to help consumers that are interested in your news connect with your multimedia content. **\$3,750**
- Satellite Distribution of B-Roll and Soundbites: Produced B-roll package of existing footage delivered to television newsrooms via two national, dedicated 15-minute satellite feeds, tape and broadcast quality MPEG-2 Internet downloads. Includes MultiVu's national notification via wire, fax and e-mail as well as pitching and reporting. **\$10,500**
- Strategic placements: MultiVu™ provides strategic placement options, or NewsBreaks. A NewsBreak is a 60-second stand alone version of your message that is used to provide news content during breaks in scheduled programming or for out- of-home placement in doctors offices, movie theatres, The Reuters Sign*** in Times Square, Gas Stations and Pharmacies. Strategic placement can be used for existing scripted packages or can be produced specifically for placements. **Call for quote**

* All images should be in jpeg format

** All documents can be in Word, PDF or PPT format

***The Reuters Sign in Times Square is provided through a partnership with Times Square², a Thomson Reuters alliance.

