

Webcasting

Use the internet to deliver your message and expand your reach

Webcasting is a cost effective conferencing solution that enables you to communicate and deliver a consistent message via the internet to shareholders, customers, employees and other business partners. Webcasts are being used for investor relations, public relations, product launches, internal communications, special events, crisis management, continuing education and more. Make Webcasting an integral part of your communications strategies.

Bell provides 3 types of Webcasting solutions to help you communicate and share your message.

Audio Webcast

Broadcast your message in audio only

- Choose between live and archived format or archived only
- Select Basic or Advanced feature package
- Determine if additional optional features are required

Video Webcast

Use video to broadcast your message

- Choose between live and archived format or archived only
- Select Basic or Advanced feature package
- Determine if additional optional features are required

Event Plus Webcast

Enhance your Broadcast with teleconferencing and slide sharing

- Choose between live and archived format or archived only
- Select features from the Advanced feature package
- Determine if additional optional features are required
- Reserve your teleconference

Features

Basic package

Includes a basic suite of features such as moderator question and answer session and the pre-registration feature which allows you to know in advance who plans to attend your Webcast.

Advanced package

Includes all the features of the basic package plus chat, polling your audience, slide presentation and more.

For more information or to set up a Webcast, contact your sales representative at 1 800 667-3678 and press 5 after the language selection.

Use the charts below to help you choose the Webcasting solution and feature package that best meets your needs.

Webcast solutions	Feature packages	
	Basic	Advanced
Audio – live and archive	√	√
Audio – archive only	√	√
Video – live and archive	√	√
Video – archive only	√	√
Event Plus – live and archive	n/a	√
Event Plus – archive only	n/a	√

This chart provides the lists of features and its corresponding package.

Features	Feature packages	
	Basic	Advanced
Event Management Services and System		
Event Project Management	√	√
Basic Pre-Event Signal Test (from BOC)	√	√
Event Manager Features		
Administration Console	√	√
Administration Audit Log	√	√
Presenter Chat (open or private)		√
Ban Audience Member		√
ONLINE NOW		√
Event Auditorium Features		
Basic Branding and Design	√	√
Moderated Q&A	√	√
Resource Centre	√	√
Invite a friend	√	√
Audience Assist: Auto System Detect	√	√
Bandwidth Detect	√	√
System Test and Requirements	√	√

This chart provides the lists of features and its corresponding package (continued).

Features	Feature packages	
	Basic	Advanced
Capacity and Hosting		
500 Concurrent Viewers	√	√
Archiving and Hosting (3 months)	√	√
Registration and Reporting		
Outlook Calendar Integration	√	√
Registration	√	√
Generic Password Protection	√	√
Time Tracking	√	√
Auditorium Tracking	√	√
Detailed Online Reporting	√	√
Unique Password Protection	√	√
Slide and Presentation Features		
Standard Slides		√
Transitioning Speaker Slides		√
URL push		√
Integrated Web conference Upgrade		√
Archive Slide Integration		√
Interactive Features		
Exit Survey		√
Polling		√
Email Communications		
Auto Response Email		√
Reminder and Follow up Emails		√
Event Plus		
Teleconferencing		√

The following chart includes the list of additional optional features.

Additional optional features
Event auditorium
Custom indexing
Custom branding and design
Registration and Reporting
User list access only
Slide and Presentation
Flash video insert (.flv format)
Security
Email domain access
IP filtering
Referral access

Description of features

Basic Pre-Event Signal Test (from BOC)	Prior to a live event, signal ingress and egress testing can be provided by our Broadcast Operations Centre to ensure technical requirements have been met by the venue.
Media Player, Flash or Windows	<p>Bell streams events in Windows Media Player, Flash or both. The following versions are supported:</p> <ul style="list-style-type: none"> • Windows Media Player 6.4+ • Flash 7+
Administration Console	<p>The Client Administration Console is the back-end of the Webcast platform, where Event Administrators can create, manage, and edit events. From the Client Administration Console an Administrator can:</p> <ul style="list-style-type: none"> • Search for an existing Webcast based on its name or date • Sort events by date/time, title, or owner • Select and view an event; this moves you to the Event Administration console, where you define and manage that specific event • Create a new event either from the beginning or by cloning an existing event and, as required, changing some elements • Administer user access to Webcasts

Description of features (continued)

Administration Audit Log	The Administration Audit Log, located within the Client Administration Console, tracks all user activity and records specific actions and database changes, including every addition, change, and deletion to an event. For each change, the Webcast platform logs the date and time, information about the user who made the change, and a description of the action. This information time-stamps any changes that may affect the platform and is quite useful for support purposes.
Presenter Chat (Open or Private)	Within the Event Manager, presenters, administration users and technicians can chat with each other, asking questions and communicating among themselves before, during or following an event. This chat is not visible to the Webcast audience, and private communications between individual presenters can also be set up.
Ban Audience Member	Enables Event Administrators to ban specific audience members by email address within the Event Manager.
ONLINE NOW Feature	This feature enables event administrators to view the users who are currently viewing the Webcast. Online Now is a report easily accessed within the Event Manager.
Basic Branding & Design	<p>Basic branding and design allows the use of a single logo in the Lobby, Registration, Proceed and Auditorium, on the left side of the header. Colors can be selected from the Style Sheet wizard to highlight and meet branding guidelines. A “splash” graphic can be placed on the Lobby, Registration, and Proceed pages, to a maximum size of 200px X 300px.</p> <p>Any of the standard templates within the Event Platform (those that do not require custom development) can be used with Basic Branding and Design.</p>
Moderated Q&A	<p>Live or on demand Webcasts can be set up to accept questions from participants. Webcast viewers key in their questions in a text box below the slide window, and the presenter or moderator has the choice of viewing the questions in three ways:</p> <ul style="list-style-type: none"> • Within the Event Manager below the slide window • As part of the Moderated Q & A Report • Via an email generated by the platform and sent to an address specified by the client <p>Questions posed during archive presentations are sent via email to the client’s designated event administrator for follow up.</p>
Resource Center	Resources typically appear in the lower left section of the auditorium and can include any documents relevant to the Webcast, such as PDF’s, PowerPoint presentations, website links, and other MS Office files.
Invite a Friend	Located in the Resource section of the Auditorium, “Invite a friend” provides attendees with the option of forwarding the Webcast Lobby page link to a potential viewer. The original viewer keys the friend’s email and, if desired, an accompanying message. After selecting Submit, the email invitation is sent by the Webcast platform. The Invite a Friend email can be customized within the administration consol.

Description of features (continued)

Audience Assist: Auto System Detection	<p>In the top bar of the lobby page there is an option for participants to “Test your System” for compatibility. Viewers can click on the tab to test the compatibility of their system with Webcast viewing requirements. The Webcast platform automatically tests for the following Media Players:</p> <ul style="list-style-type: none"> • Windows Media Player • Flash
Bandwidth Detector	<p>All Webcasts include auto-optimization for player, browser, OS, screen resolution and connection speed.</p>
System Test and Requirements	<p>Events are delivered in Windows Media and/or Flash formats, compatible with virtually any modern browser and operating system:</p> <ul style="list-style-type: none"> • IE 6+ (Windows) • Firefox 1.5+ (Windows, Mac OS X, Linux) • Safari 3+ (Mac OS X) • Opera 9+ (Windows, Mac OS X, Linux) <p>All Webcasts include auto-optimization for player, browser, OS, screen resolution and connection speed, and the Lobby of each event contains a link which allows participants to test their system for compatibility.</p>
Custom Indexing	<p>While the creation of an archive Webcast includes synchronization of the slides and audio in the presentation, additional custom index points can be inserted into any on-demand presentation.</p>
Custom Branding & Design	<p>Any of the standard templates can be further brought to branding guideline standards by having a designer directly affect the code of the Lobby, Registration, Proceed, and Auditorium pages. This could be the inclusion of speaker images, links to the speaker’s biographies, links to external content and background images.</p> <p>This Custom Branding and Design package only affects the cosmetic appearance of the pages, and if there is a need to affect the functions of the page (registration form), then the Webcast becomes a Premium Custom Webcast Page.</p>
500 Concurrent Viewers	<p>Standard events include provisions for up to 500 concurrent viewers. For events with more than 500 concurrent participants expected, additional bandwidth packages are available.</p>
Archiving & Hosting (3 months)	<p>3 months hosting is included as standard for all events. If required, additional hosting packages are available.</p>
Outlook Calendar Integration	<p>After viewers register for an event, they are provided with an option to add the Webcast to their Outlook Calendar. By clicking the Calendar icon, the Webcast platform creates an Outlook entry that the viewer can save in order to update his calendar.</p>

Description of features (continued)

Registration	The Webcast platform tracks and manages viewer registration by email address. Multiple entries to the Auditorium using the same email address are tracked along with time spent viewing the Webcast during each visit, summed to the total Webcast view time for that viewer. Registration can be customized to include a variety of questions to further qualify event attendees for post-event follow up.
Password Protection: Generic	A Webcast can be password protected with a generic login password which is the same for all viewers. The password is specified by the Event Administrator and sent to Webcast participants in an auto-response email sent by the Webcast platform confirming their registration to the event.
Password Protection: Unique	A Webcast can be password protected with a unique password, called an Email Validation Password, for each viewer. A unique, randomly generated password is sent to each Webcast participant in an auto-response email sent by the Webcast platform confirming their registration to the event.
Time Tracking	The Webcast platform tracks the date and time of each user registration, log in and interaction with the event. This valuable information allows event administrators to relate spikes in registration to specific audience generation efforts.
Auditorium tracking	The Webcast platform tracks the length of time each attendee spends in the event Auditorium. This information provides event administrators with powerful metrics on the efficacy of the entire Webcast, and visibility into when users are dropping off the event.
Detailed Online Reporting	Bell' Webcasting platform features robust back-end reporting capabilities which allow clients to easily view individual and aggregate participant viewing data either at a high-level or as a detailed report. Reports included as part of an event include Registration, Moderated Q&A, and Test, Poll and Survey Results, and Custom Reports can also be configured. All reports can be viewed in the Event Manager, or downloaded in .CSV or Excel format and all reporting is in real-time.
User List Access Only	This option enables Administrators to upload a list of Webcast participants in advance of the presentation and restrict registration to only those participants added by the Administrator. With this setting, viewers who are not registered by the Administrator will not be able to register for the event.
Standard Slides	Synchronized slides are provided with each event type. The Webcast platform supports both PPT and PPTX formats, and support for animated slides is available. Event Administrators can upload or replace PowerPoint decks in the Administration Console.
Transitioning Speaker Pictures	Speaker pictures for each presenter can be uploaded in the Event Manager and are displayed to the audience as each speaker gives their portion of the presentation.
URL Push	This feature allows the presenter to display a website URL, such as a corporate website, to event attendees in the Webcast auditorium.

Description of features (continued)

Integrated Web Conference Upgrade	<p>This feature adds the ability for an end user to choose to view the slides via the web and listen to the audio portion of the vent over the phone. A user makes their selection on the Proceed page, after they register. Slides, images and other interactive features are completely integrated and synchronized with the Webcast portion of the event.</p>
Archive Slide Integration	<p>Slides used in a live Webcast, or provided for an on-demand Webcast, are added to the archive and verified by the Webcast Operations team and the producer. In the case of an event archived from a live event, the timing from the live presentation is used to synchronize slides, and then modified if necessary. For an archive only Webcast, it is preferred that the client or presenter send a timing file that indicates at which points of the presentation a slide needs to change.</p> <p>When a presenter speaks to a new slide, the slide changes according to the timing file associated with the presentation.</p>
Flash Animated Slides (swf format)	<p>ALL slides are FLASH slides as default.</p>
Exit Survey	<p>Exit Surveys are used to understand how participants view the Webcast topic and presentation. Exit Surveys are configured in the Administration Console in advance of the event, and are pushed to the audience typically following the Webcast and Q&A session, if enabled.</p>
Polling	<p>Polling lets presenters gather participants' opinions during a live Webcast. Each poll question displays separately in the area where slides are displayed as though it were a separate PowerPoint slide. Event administrators can view the results of the poll during the Webcast and, if desired, display them to the audience in real time. In a multilingual Webcast, the results from all languages are added together. Polls can be created before or during the Webcast.</p>
Auto Response Email	<p>This is an email automatically generated by the Webcast platform confirming that the viewer registered for the event. The Auto Response Email can be customized within the Administration Console.</p>
Reminder and Follow Up Emails	<p>Event reminder and post-event follow up emails can also be created in the Administration Console and sent to registrations to remind them of the upcoming event, advise of them of any changes to the event/date time or to follow up post event with a link to the archived presentation.</p>
Enhanced Email (Target, Segmenting, Advanced Reports)	<p>Enhanced Email provides capabilities for more advanced email communications with participants, including:</p> <ul style="list-style-type: none"> • Spam Checking and Email Testing to ensure delivery to participants • Advanced Reporting to provide insight into the number of Opens, Clicks, and Unsubscribes the email blast produced • Advanced List controls, enabling administrators to upload and segment email recipient lists, or create re-target lists • Robust editing tools to create branded HTML mailers

Description of features (continued)

Certification/ CE Module with Standard Testing	<p>Bell' Webcasting platform features robust Continuing Education (CE) capabilities. Users are measured for CE qualification by any combination of test, survey and Webcast view time. This combination is pre-configured in advance using a rule based system. CE certificates can be automatically generated and delivered to qualified end users by email or direct download.</p>
Progressive Testing	<p>A Progress Bar in the Auditorium graphically show viewers what part of the CE qualifying rules they have already completed.</p>
Advanced CE Module	<p>The Advanced CE module allows for multiple qualifying rules for certification (for example, a combination of test score and time watched) and multiple CE certificates.</p>
Progress Tracking	<p>Progress Tracking allows participant progress to be tracked throughout an event series, whether or not the material requires gating.</p>
Progress Gating	<p>Progress Gating allows for a series of educational subjects that must be accessed one at a time for the participant to achieve certification.</p>
Email Domain Access	<p>Enables event administrators to restrict event participants based on the email address they use to register. Webcast participation can be configured to only allow participants from certain email domains, or to restrict registrations from certain email domains.</p>
IP filtering	<p>Enables event administrators to restrict event participants based on the IP address of the terminal from which the viewer physically accesses the Webcast. Webcast participation can be configured to only allow participants from certain IP addresses, or to restrict registrations from certain IP addresses.</p>
Referral Access	<p>Enables event administrators to restrict event participants based on the location of the link the user selects to connect to the Webcast. Webcast participation can be configured to only allow participants from certain referrers, or to restrict registrations from certain referrers.</p>
Live Chat Support for Audience	<p>Approximately 1-5% of end users may experience technical issues during the presentation. These are typically simple issues (for example, Webcast cannot be heard clearly) that, if not resolved, have huge implications for the company presenting the Webcast. Live Chat Support is a scalable solution suitable for even the largest events. Experienced producers walk audience members through a series of tests to determine the nature of their issue, with the vast majority of end user support issues are resolved in just a few minutes.</p> <p>The Chat Support base package includes 2 representatives for 2 hours (typically 1 hour prior to the event and the entire event duration). For longer or larger events, additional representatives and time can be added as needed.</p>