

The Dan Marino Foundation Launches an Online Video Network with a Focus on Children with Autism

Childnett.tv is a 24-hour interactive broadcast network that allows families, clinicians, and educators immediate access to the latest therapies, seminars and research.

Challenge

The Dan Marino Foundation approached Multicast to build Childnett.tv, an Internet access web channel that broadcasts interactive programming 24/7. The Childnett.tv lineup would include streaming video related to autism and other neurological disorders, while delivering other forms of information through an interactive web browser and various calls-to-action.

Solution

Multicast delivered a unique triple-pane interactive platform that delivers broadcast-quality video synchronized with various calls-to-action such as online donations, “video Q&A,” and “e-mail a friend.” Multicast’s On-Demand Internet Broadcast Channel solution was truly turnkey. With a custom presentation interface and a broadcast-quality viewing experience, Childnett.tv’s video content was monetized with integrated sponsorship, ad placement and online donations, while leveraging the power of community.

Result

Childnett.tv has improved the lives of families around the world. By reaching out globally to families, clinicians and educators, connecting them through the internet, to information related to autism and other neurological disorders, Childnett.tv has made a remarkable difference in how individuals receive the information they need to make informed decisions.



Company Profile

Childnett.tv is an outreach program of The Dan Marino Foundation. The Dan Marino Foundation is a non-profit organization supporting programs, which provide integrated intervention services for children with special needs—medical, emotional and/or behavioral, with a specific focus on autistic children. Autism is a lifelong developmental disability that affects a person’s ability to communicate, understand language, and socially interact with others.

www.childnett.tv



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