

## Maximize your reach and ROI with powerful online video solutions powered by Multicast.

Multicast understands that in the non-profit arena every dollar needs to make an impact on your intended audience. We enable your staff to create and manage campaigns that will do just that, without the need for specialized technical expertise.

Since its inception in 2000, Multicast has been helping non-profit organizations better serve their cause, donors, volunteers, staff, community and key stakeholders. We can help you increase your impact on the community through affordable streaming services and solutions. Our online video solutions enable non-technical staff to create and manage engaging public awareness education, outreach campaigns, advocacy and similar programs. We can help you increase awareness to your target community and cause through custom-branded video libraries integrated with various calls-to-action including advertising, sponsorship and e-commerce.

The Internet is the most cost effective communication platform available in the world today. Our proven tools and platform empower your organization to leverage the cost effective and powerful medium of online video. Organizations can significantly decrease communication costs and reach a global audience faster than ever before.

*“Every organization regardless of size can benefit from today’s simple and integrated online video tools. Non-Profits that develop purposeful and integrated video strategies will be the true market leaders in their sectors and experience significant growth.”*

*—Chance Mason, EVP Sales & Marketing, Multicast*

Multicast has successfully launched powerful online video solutions for volunteer groups, community centers and faith communities. We know that non-profit organizations have the same needs as corporations, but have been under served as it relates to streaming solutions.

## Features & Benefits

**Increased Impact**—Online video empowers non-profit organizations to deliver consistent messaging to a global audience leading to increased awareness & ROI.

**Self-Service Solutions**—Multicast offers a suite of self-service online video solutions, helping non-profit organizations to quickly and easily deliver compelling media to a global audience.

**Fully-Managed Services**—Multicast offers a team of online video specialists who augment existing staff in order to quickly and cost-effectively design, implement and support online video strategies.

**Reliability**—Our global content delivery infrastructure, backed by Akamai, is comprised of over 20,000 servers in 70 countries, ensuring “always on” broadcast-quality delivery of your online media.

**Support**—Our highly trained technical staff is available twenty-four hours a day, seven days a week for monitoring and technical support services.

**Adaptability**—Multicast’s suite of products, services and delivery platforms are configurable to meet even the most demanding online video requirements.

**Affordability**—Whether you are non-profit with a small staff or a large international organization, Multicast offers solutions that are affordable for budgets of all sizes.

**Data & Analytics**—Multicast’s reporting and analytics tools provide you with the power to track and monitor the viewing habits of your online audience.



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Our solutions are feature-rich and affordable, and we provide you with the necessary support and turn-key services to ensure that you are able to efficiently communicate with your volunteers, members and employees, and reach out to potential sponsors and donors. Call us today and explore just how quickly you can create and deploy our powerful platform to meet your needs.

**About Multicast Media Technologies, Inc.**

Founded in 2000, Multicast Media Technologies, Inc. is a leading provider of Internet broadcast products and services. Multicast powers online channels for targeted audiences by offering an integrated system for the management and monetization of digital content, program scheduling, and interactive audio/video broadcast services on behalf of more than 700 organizations around the world. Multicast provides the only complete online media solution for the deployment of linear, live and on-demand interactive media channels. Multicast is a privately-held company headquartered in Atlanta. For more information, please visit [www.multicastmedia.com](http://www.multicastmedia.com).

