

The Internet creates barriers between shoppers and products. Online video enables us to remove those barriers.

Two online retailers sell the same product for the same price—but one retailer enables customers to actually interact with the product through online video and engaging demonstrations. Which would you buy from?

Online retailers have discovered that having an online broadband channel offers an interactive and engaging environment similar to - or even better than - what customers can find in traditional brick-and-mortar storefronts. While a customer isn't able to physically touch or experience a product online, broadcast-quality video can certainly help to bridge the "touch-and-feel barrier" between a customer and an online retail website. The Internet by its nature creates barriers between shoppers and products. Online video enables us to remove barriers.

The better the online experience for the shopper the more likely they will purchase from you. Multicast's proven tools and online video distribution platform allow you leverage the most powerful and engaging communication vehicle in the world.

"The integration of online video into web-centric communication strategies is no longer an emerging novelty, but a vital competitive differentiator. Regardless of industry or business sector, integrated online video strategies clearly and concisely communicate with today's busy demanding audiences."

—Lou Schwartz, CEO, Multicast

Leveraging Multicast's proprietary Internet video solutions, online retailers have transformed themselves into new media companies. Online retailers can now further monetize niche, loyal audiences through pre-roll, instream, and post-roll advertising. Also, they can keep online visitors on the site longer by delivering compelling, entertaining media, which ultimately translates into more sales. Call us today and let us show you how your online sales can be dramatically increased.

Features & Benefits

Engaging Online Environment—When integrated into an e-commerce strategy, online video creates interactive and engaging buying environments.

Self-Service Solutions—Multicast offers a suite of self-service online video solutions, helping you 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.

Increase Revenue—Online video helps you to showcase your company's products and services which means timely information, faster purchases, and new revenue.

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—For online retailers of all sizes, Multicast's solutions are both cost-effective and easy-to-use.

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



www.multicastmedia.com | 678.325.4100
1100 Circle 75 Pkwy, Ste 600, Atlanta, GA 30339

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.



www.multicastmedia.com | 678.325.4100
1100 Circle 75 Pkwy, Ste 600, Atlanta, GA 30339