

In 2000, Multicast launched the world's first 24/7, linear broadcast channel over the Internet.

Multicast's digital asset management platform is to Multicast what "master control" is to a traditional broadcaster. With our digital asset management platform, we allow anyone to own a digital broadcast network at a fraction of the cost of traditional television and satellite broadcasting.

In 2000, Multicast launched the world's first 24/7, linear broadcast channel over the Internet. Today, Multicast manages over 35 Internet broadcast channels leveraging its proprietary linear playout system.

Multicast's linear programming solution gives you the ability to own your own Internet broadcast channel (TV or radio) at a fraction of the hassle and cost of a traditional television or radio network. Our solution is provided on a hosted basis using our proprietary Digital Media Management System™, and we will work closely with you to deliver your content to a worldwide audience - maximizing your ability to monetize your content through subscription or advertising.

Working with Multicast, your viewing or listening audience will experience true, interactive television and radio broadcasts without the need for proprietary set-top boxes or other custom hardware solutions. We offer optional add-ons, including synchronized product placement, e-commerce, digital rights management, pay-per-view, online donations, chat, blogging, polling and other interactive features - all available to your viewers with a click of their mouse and without leaving the broadcast viewing area. By providing your audience with an active experience instead of a passive one, you will immediately see rapid growth of viewership, a dedicated online audience, and expanding revenue streams.

Features & Benefits

Turnkey IPTV—Multicast offers in-depth, comprehensive expertise in the ever-evolving field of Internet-powered television. Our wide-ranging knowledge base ensures you'll achieve innovative solutions to meet your challenges in the development, launch and maintenance of your linear broadband channel. Simply put, Multicast accelerates your time to market.

Industry Leading—With over 7 years experience in launching online TV channels, Multicast has been chosen by leading online media companies to deliver compelling live and on-demand online video experiences.

Revenue Generating—From pre-roll advertising to integrated commerce and other relevant calls-to-action, Multicast customers leverage multiple revenue models in order to maximize impact to the bottom line.

Ease of Use—Complex tasks are made simple with Multicast's browser-based tools that allow any non-technical staff to easily manage broadband channels.

Reporting & Analytics—Multicast delivers comprehensive reporting and analytics that gives customers the data they need to understand the viewing habits of their online audience.

Reliability—Our global content delivery network, backed by Akamai, is comprised of over 20,000 servers in over 70 countries.

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



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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.



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