

THOMSON REUTERS WEBCASTING SOLUTIONS

REACH. ENGAGE. MEASURE.

Rely on our webcasting solutions to increase the impact and cost-effectiveness of all your business communications programs:

- Marketing and lead generation
- PR and corporate messaging
- Employee engagement
- Investor communications
- Continuing education and training

From large conference events to thought-provoking webinars, it's simple to deliver live and on-demand content to a global audience with our webcast platform. Our experienced producers will manage every aspect of your webcast, giving you peace of mind and time to focus on your message.

THOMSON REUTERS WEBCASTING BENEFITS

- **Expand your reach** across your target audiences using our unique distribution networks
- **Engage viewers** with compelling multimedia content delivered on our interactive, easy-to-use platforms
- **Measure the impact** of your communications with user analytics and reporting

THOMSON REUTERS WEBCASTING FEATURES

Designed specifically for business communicators, our platform integrates a wide range of features, all developed with ease-of-use, security and measurability in mind:

Customized branding and design: Give your registration page, confirmation emails and webcast player a look and feel that match your corporate identity or campaign.

Flexible platform: Eliminate the need for software downloads. Your webcast is delivered in Windows Media and Flash formats compatible with virtually any modern browser and operating system.

Control booth: To ensure smooth transitions between speakers, synchronized control booths allow all presenters to stay coordinated with features such as online chat and slide preview. On a single interface, you can monitor audience attendance, view poll results and moderate inbound questions in real-time.

Interactivity: Keep attendees engaged and allow them to participate in your webcast from anywhere in the world through real-time Q&A, polling and exit surveys.

HOW ARE OUR CLIENTS USING WEBCASTING?

- Advisor communications
- Product announcements
- Webinars
- Executive communications
- Press conferences
- Continuing education (CE) and training
- Town hall meetings
- Earnings events
- Analyst meetings
- Conference presentations

OUR GLOBAL WEBCAST OPERATION CENTERS

- Boston
- Hong Kong
- London
- Nuremberg
- Sydney
- Toronto

Increase brand awareness with a custom webcast player incorporating your visual identity.

Link directly to supporting materials to allow attendees to review information at their leisure.

Illustrate important points and keep your audience engaged with synchronized slides.

Allow viewers to respond to the presentation in real-time through online polling or Q&A.





The PKD Foundation uses our webinar solution to deliver educational content to a global audience. Viewers interact in real-time with the host using the Q&A feature on the webcast player.

WHY THOMSON REUTERS

Service & Experience

Supporting 5,000 companies worldwide, our dedicated service teams produce more webcasts than any other provider. Our clients, including 90% of the Fortune 500, rely on our global experience and personalized approach for peace of mind.

Investment & Innovation

With annual revenues exceeding \$12 billion, we continuously invest in our solutions to effectively meet your evolving needs.

Global scale

With operations in 100 countries and fully operational webcast centers on 4 continents, we provide regional expertise and local language support to meet your needs in every market. Our client service teams are available 24 hours a day, 7 days a week.

Targeted Distribution

We offer unique access to our proprietary distribution channels—including Reuters Insider and Thomson Reuters StreetEvents—and network of media distribution partners to expand your reach across your target audience.

Live online chat support: With just the click of a mouse, your webcast attendees can reach our support technicians to answer questions and resolve a viewing issue. Live online chat support enhances the user experience and increases attendance to your live webcast.

Certification management: Streamline the management of your continuing education (CE) and training programs. Our webcasting platform allows you to automate registration, testing, progress tracking, certificate issuance and database management.

User analytics: Our reporting tools will help you better understand attendee behavior—see how long participants watched, who asked a question and view answers to polls and surveys. All reports can be searched, sorted and exported to help you measure the success of your webcast.

UNIQUE DISTRIBUTION NETWORKS

With Thomson Reuters you have unique access to our proprietary network of industry-leading channels to help you maximize the reach of your message and draw more attendees to your webcasts.

Reuters Insider

Targeted to financial professionals around the world, Reuters Insider delivers live financial markets coverage, analysis and breaking news through a unique and innovative Web-based multimedia player. Produce a set of regular programming as part of your company's branded channel and use video to promote your executives and thought leadership content. Control the distribution of your content by setting permission levels.

Reuters.com

Attracting more unique monthly users among business decision makers than other news sites, Reuters.com is an ideal platform for delivering targeted brand messages to affluent business professionals around the world.

Thomson Reuters StreetEvents

We can distribute your webcast via our StreetEvent Network which reaches institutional investors, advisors, corporate officers and retail investors.

Media Distribution Partners

Increase traffic to your webcasts and improve conversion rates with our Audience Development Services. Available through our network of Media Distribution Partners, services include banner and print ad placement, e-newsletter sponsorships, contact list procurement, and email campaign management.

END-TO-END WEBCAST PRODUCTION SERVICES

When webcasting a live event, there are many moving parts to consider. Our experienced onsite producers will work with you to design a solution that meets both your creative and budgetary needs. Consolidate vendors and establish a single point of contact so you can stay focused on your message and presentation. Our capabilities include:

- Signal acquisition for live video webcasts including fiber and satellite feeds
- Broadcast-quality video cameras
- Pro audio microphones, mixers and recording equipment
- Full-service lighting and staging
- Public address systems and projection equipment
- Translation services
- Complete project management

CONTACT US

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