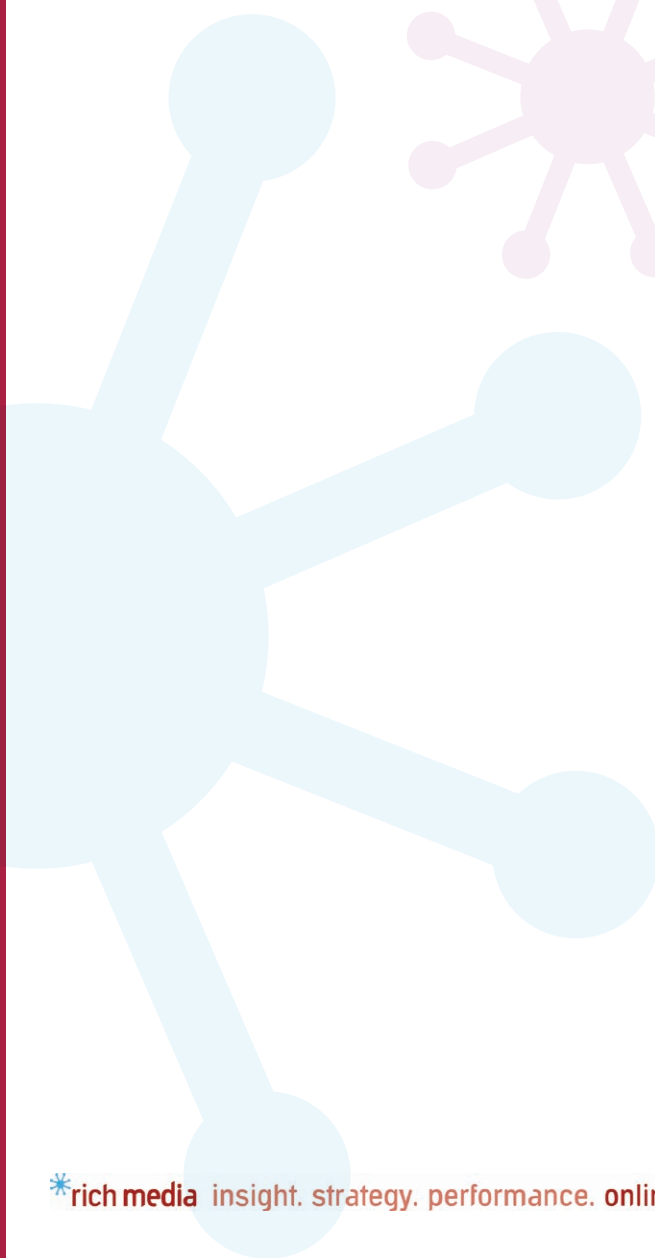


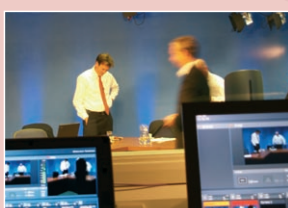
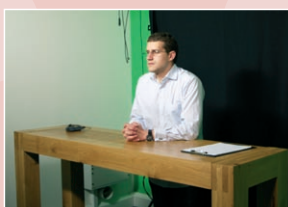


RICH MEDIA INFORMATION 2008



*rich media insight. strategy. performance. online.

Media information 2008



Why use rich media?

- Communicate a new strategy, new approach or new product in a dynamic and interactive format
- Programmes can be provided to sponsors for their own websites, intra and extranets
- Programmes have a long shelf life and be made available on demand
- Whiteboard slides and scripts can be downloaded by delegates
- Trackable statistics on delegate usage and interest
- All programmes are bespoke and are costed on an individual basis dependent on client's requirements

What facilities does the studio have?

- Four fully integrated sound proofed studios
- A theatre area
- Central control room
- High definition digital video cameras
- Sony Anycast mixing desk
- Full lighting rig
- Audio mixer
- Whiteboard room
- Three full-time production staff

Overview

Based in the media hub of Soho, central London, the Incisive Media Studios deliver a range of innovative rich media solutions for both readers and advertisers.

With four studios and a central control room, there are a huge number of editorial and commercial opportunities that offer knowledge and insight to our readers through cutting-edge audio and visual technology. From news driven comment and expert analysis to product launches or training – the opportunities are endless.

The live and pre-recorded programmes are convenient for readers, who can watch and listen to content online, at any time, anywhere in the world. To put it simply: anything that works better in a visual or audio format can now be professionally produced and in a format that is simple and convenient.

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Rich media solutions

Cutting-edge audio & visual technology that delivers valued editorial and commercial content live or on-demand, accessible to a worldwide audience.

Example solutions

Audio Insight presentations

Recorded on the telephone

Hosted by Editor

Sponsors can use the presentation on-demand

Available as a recorded presentation

Allows feedback from the audience

[Click here to see an example](#)

Market Reactions

Posting same day reactions to market developments or breaking news

Using audio recordings is quick and simple

To add a comment in support of a press release

[Click here to see an example](#)

Online TV formats

Hosted by an Editor

Live or pre-recorded

For use on sponsor's websites

Discussion or presentation format

Live interaction with the audience (questions, votes, slides)

[Click here to see an example](#)

Whiteboards

Technology explained & explored

Short five-minute videos on complex topics

Presented by experts

An independent information platform

Individual download available

[Click here to see an example](#)

KEY POINTS

- Knowledge & insight
- Accessible worldwide
- Bespoke packages available
- Range of formats
- Cutting-edge technology

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Rich media solutions

Webinars

On-demand editorial and sales led video and audio content
Informed debate and dialogue in an engaging, interactive format
Registration-only event – creating data capture and lead generation
Delivers a strategic message and an opportunity to engage
Generates thought leadership platform for sponsors in chosen technology format

[Click here to see an example](#)

E-symposium

Free to attend, online registration, live full-day conference
Presentations, round table debates and Q&A with audience
Topical news feed for delegates
Minimal system requirements and NO software plug-in required (PC, Internet Connection & Soundcard)
E-Symposium is archived for future viewing (within 72 hours)

[Click here to see an example](#)

Online business clubs

Create club membership
Regular participation in live editorially-controlled, interactive discussions
Sponsors gain regular access to their most important customers
New incremental revenues for media owners

[Click here to see an example](#)

Daily news show

Comment on market trends on a daily basis
Hosted by Editor
Possibility of sponsor association with brand
Fast and effective turnaround
Interactive
Can be built into existing pages
Watermarks

[Click here to see an example](#)

To see a full range of Incisive Media products please visit www.incisivemedia.com

Contact information

We can produce a bespoke rich media package that underpins your marketing strategy and enhances your brand. Please contact us for more information.

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