

HOW DOES A WEBCAST LOOK LIKE?

The Webcast player is made up of a few main components.

VIDEO SCREEN

The video screen is displayed at left. For an audio Webcast, photos of the speakers will appear here. The bottom of the screen gives information on the total duration of the meeting and the time point of the current audio or video fragment.

SPEAKER DETAILS

Under the video screen you can see who the current speaker is, his or her job title and any party affiliation. These speaker details are displayed automatically because there is an automatic interface with the microphone system, even during a live broadcast. Naturally it is also possible to add speakers or edit their details manually later on. The bottom of the screen gives information on the total duration of the meeting and the time point of the current audio or video fragment.

AGENDA AND NOTIFICATIONS

The meeting's agenda is displayed to the right of the video screen. The current agenda item is highlighted. Each item on the agenda can contain one or more attachments. Users have the option to set notifications for each item on the agenda prior to a live broadcast. They will automatically receive an email and/or text message when the set agenda item begins.

DOWNLOADS AND SOCIAL MEDIA

When watching a broadcast after a meeting, you can see exactly how long each item on the agenda took. It is also possible to download an MP3 of each item on the agenda for devices like iPods or MP3 players. It is simple and easy to share entire meetings or fragments of them through numerous social media sites.

SIMPLE AND SMART INTERFACE BETWEEN YOUR COUNCIL INFORMATION SYSTEM AND COMPANY WEBCAST'S PLATFORM

It is simple and easy to interface Company Webcast's RoyalCast Webcasting platform with your Council information system. The major benefit here is that you can use your own existing and trusted Council information environment to create a Webcast and publish it on your Website, thus avoiding 'double data entry'. The Webcasts will also be automatically included in results from searches within your Website.

In order to maximize user-friendliness, Company Webcast has entered into strategic partnerships with a number of parties. With our partners SIM, GreenValley and GovUnited, we have already implemented fully functional interfaces between their Council information systems and our Webcasting platform.



A screenshot of the CompanyWebcast Player interface in a Windows Internet Explorer browser window. The browser address bar shows 'www.delft.nl'. The interface has a blue header with 'Gemeente Delft Gemeenteraad'. On the left is a video player showing a man speaking, with a 'Verroot video' button above it. Below the video is a 'Sprekers' section listing 'Verkerk, G.A.A. Voorzitter/Burgemeester'. On the right is an agenda list with items like 'B. Vaststelling van de wijze van afdoening van ingekomen stukken (DDL week 20 tot en met week 23)'. Callouts with arrows point to various features: 'Agenda items and possible enclosures are in sync with the video.' points to the agenda list; 'Integrate the Webcast easily via Social Media such as Hyves, Twitter & Facebook.' points to a 'SHARE' button; 'Viewers can create a notification and will then receive an E-mail when the agenda item starts.' points to a notification icon; 'Every agenda item is downloadable separately as MP3 and can be used on an iPod or MP3 player.' points to an 'Audio in mp3-formaat' link; 'Viewers can see which person is speaking and what his or her function and possible party is.' points to the 'Sprekers' section; and 'In the archive viewers can see exactly how long an agenda item will last.' points to the duration '[0:07]'.

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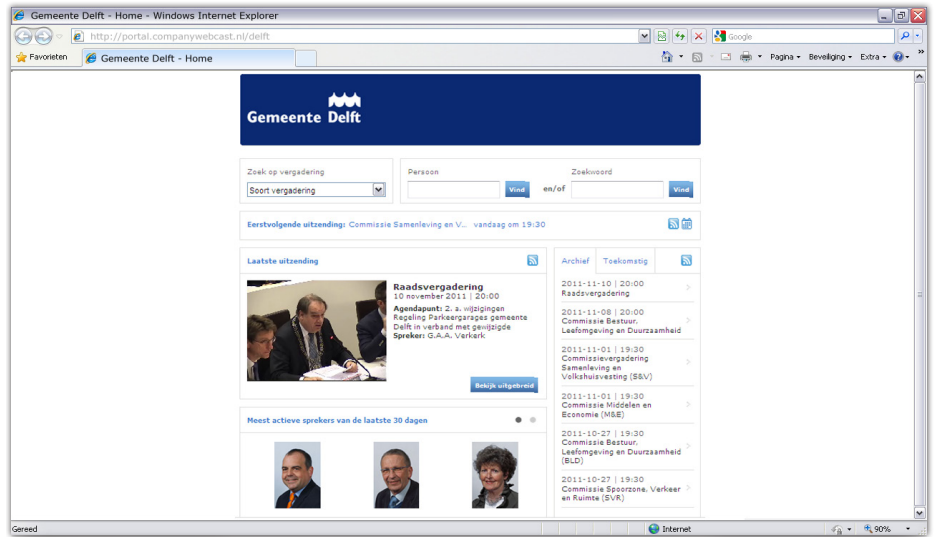
In the archive viewers can see exactly how long an agenda item will last.

SEARCH FOR VIDEO OR AUDIO FRAGMENTS

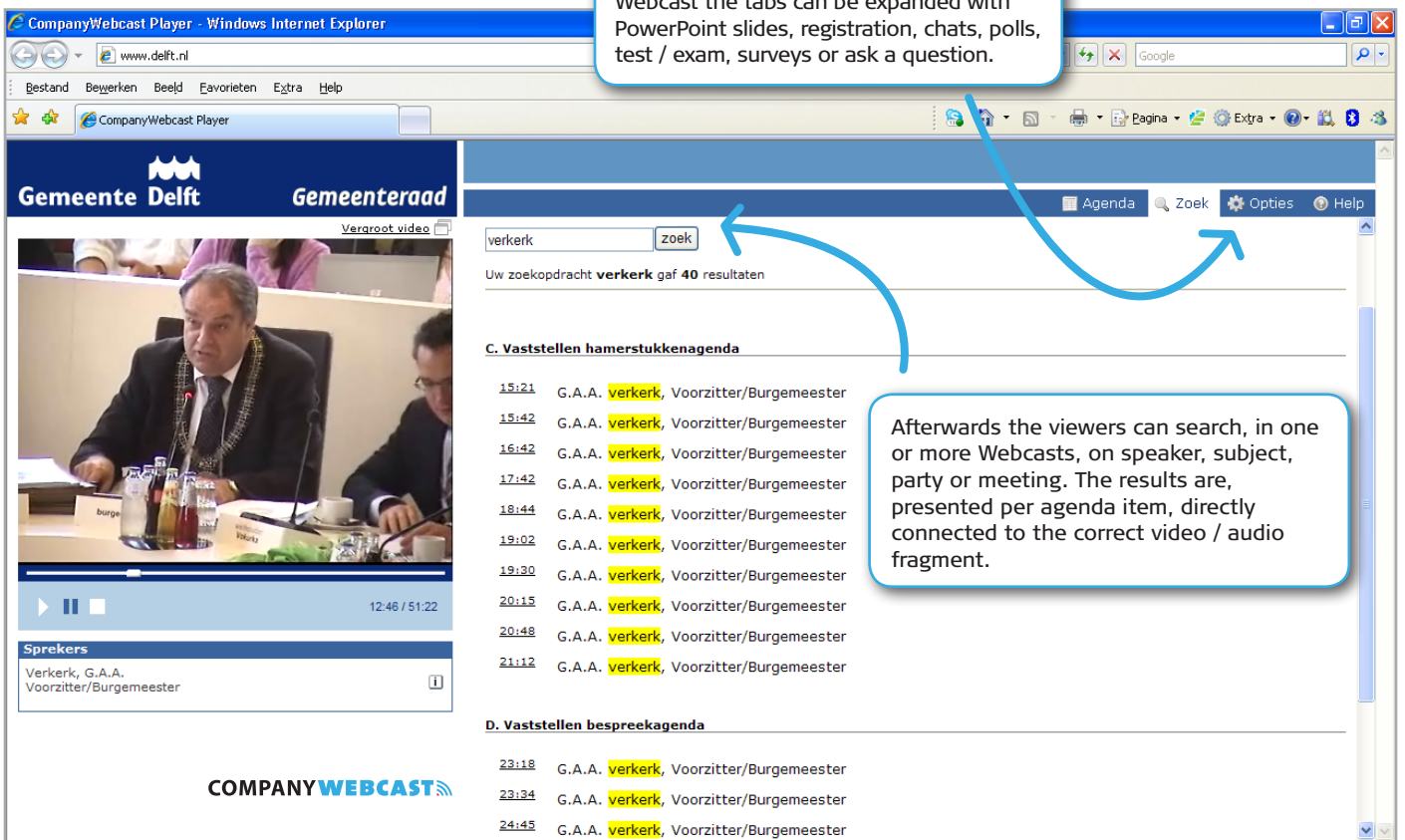
Company Webcast's Webcasting platform offers three ways to search for video and/or audio fragments. It is possible to search in a single specific broadcast by agenda item, speaker or party. In addition to this, it is also possible to search within multiple broadcasts by period, meeting type, topic, speaker and party. Finally, the video and/or audio fragments can also be indexed by your municipal Website's existing search system.

Beside you see a screenshot of a sample search page for the Municipality of Delft to search all meetings using various search criteria. This search page also provides information regarding:

- ✓ The most active speakers over the past 30 days.
- ✓ The agenda item that saw the most interaction between the speakers.
- ✓ When the next meeting is.



Webcasts of the City of Delft are easily searchable via the search portal on meeting type, topic, speaker and party.



RAPID INTEGRATION WITH SOCIAL MEDIA LIKE HYVES, TWITTER & FACEBOOK

In order to expand the reach and impact of the broadcasts and increase viewer participation, Company Webcast's Webcasting platform offers viewers the option to integrate a broadcast or specific agenda item into a wide variety of Social Media sites (such as Hyves, Twitter and Facebook) with a single press of a button. It is also possible to embed specific fragments of a broadcast into a blog or Website. This is quite handy for journalists, bloggers or political parties who want to display parts of a broadcast on their own sites.



All meetings can be followed on computers, laptops and mobile devices such as an iPad and iPhones.

BROADCAST OTHER GATHERINGS AND EVENTS

In addition to council and committee meetings, our Webcasting solution is also used to broadcast other gatherings Live and/or On Demand. Other gatherings and events of interest for broadcasting may include:

- ✓ (Election) debates
- ✓ Weddings
- ✓ Hearings
- ✓ Information sessions
- ✓ Training and educational courses
- ✓ Crisis communication meetings
- ✓ Press conferences
- ✓ Internal communication sessions
- ✓ Information meetings
- ✓ Fact-finding committees
- ✓ Annual reports
- ✓ (New year's) speeches
- ✓ Mock councils for school children

THE BENEFITS OF WEBCASTING IN BRIEF:

- ✓ Cost savings by replacing verbatim reporting
- ✓ Implements the Dutch Freedom of Information Act (Wet Openbaarheid van Bestuur)
- ✓ Efficient communication with citizens, institutions and officials
- ✓ Immediately after the live broadcast, the archive is available online and is fully searchable.
- ✓ Simple to interface with various existing Council information systems
- ✓ Extremely user-friendly and cost-effective
- ✓ Integration with social media sites like Hyves, Twitter and Facebook
- ✓ In addition to council and committee meetings, also possible to broadcast other gatherings and events

ROYALCAST® IS A PRODUCT OF COMPANY WEBCAST

RoyalCast is the Webcast platform of Company Webcast. RoyalCast is a unique Webcasting platform and offers 'Plug & Play' Webcast solutions for both the viewer and the user. Choosing RoyalCast means choosing quality, professionalism and security.

ABOUT COMPANY WEBCAST

Company Webcast specializes in Webcasting and thanks to our customers, partners and user-friendly solution we are market leader within the Benelux region. Our customers use Webcasting for things such as Investor Relations, Corporate Communication, Internal Communication, Marketing Communication and refresher training (accredited or otherwise). From our office in the Rivium near Rotterdam, we are active worldwide for more than 200 organizations such as Heineken, Shell, AkzoNobel, AEGON, AstraZeneca, the Province of South Holland and Exact.

For further information, please refer to our Website.

COMPANYWEBCAST