

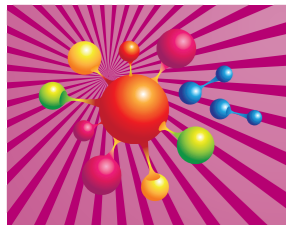
## WinkBall Broadcaster

A video broadcasting and marketing system that provides companies and brands with the ability to broadcast video content.

Content can be scheduled for timed distribution to a database of subscribed viewers, where it can be stored in their WinkBall accounts to be viewed at a convenient time. The system is made up of four key components:



- Does your brand or organisation want to use the power of video to communicate with the world?
- Would you like to feel a closer connection with your clients, customers, supporters, partners, activists or fan base by receiving face-to-face feedback via video?
- Could you imagine being able to reach a whole new audience/customer base and get people talking about your particular product activity or cause?



Here's how WinkBall Broadcaster can help you communicate what you need to more effectively.



### Video email campaigns

Brands and organisations can use WinkBall Broadcaster to create and deploy video email campaigns quickly and effectively. This includes producing branded email templates, uploading or recording video content – which can then be sent as a campaign to a database of selected viewers. Your clients can also be invited to subscribe to a particular video channel or broadcast.

### Public video walls

Broadcasters can also receive video feedback and spark up video debate by setting up a public video wall on the Winkball network dedicated to a specific programme, theme, event or channel. These walls can then be embedded within websites - and accessed via their own URLs. In this way, brands can open a public dialogue between themselves and their customers.



### Subscription channels

Channels consist of content provided by organisations and distributed across the WinkBall users network. A channel can be tailored to reflect a brand's identity. Viewers can subscribe to channels via an email invitation, or by browsing – or searching by keyword – through a list of channels from their WinkBall account. Users can subscribe to channels that interest them, and pass this video content on to their family and friends. Furthermore, they have the option to send a video reply to the channel directly - or contributing to a related video wall. WinkBall Broadcaster brings organisations and their supporters closer together.



## Personalised video advertising

Any company or brand that uses the WinkBall Broadcaster facility will be provided with the added advantage of being able to append any broadcasted or wall-based video content with a five-second advertisements [hyperlink to relevant Advertising section].

WinkBall Broadcaster gives brands and organisations the ability to deploy innovative video advertising campaigns. Five-second advertisements can be placed at the end of all video content on channels and video walls. To maximise their brand presence, organisations can choose to show only their own adverts on their walls and channels. There is also the option to append five-second advertisements to the personal video messages sent between their subscribers over the WinkBall network.

By combining the WinkBall network and Winkball Broadcaster's advertising analytics engine, brands have the unprecedented ability to track, measure and evaluate campaigns. This includes where and when video content has been watched, by whom and whether messages were shared with other users.



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Notes: