



broadcast to
webcast service

Attract visitors and get them to return to your site

The most effective way to generate new visitors is to provide them with compelling content. And nothing is more compelling than streaming video. But how can you affordably encode, archive and stream your video from your site?



ShadowTV's user interface is designed to work with your current site.

The ShadowTV™ Webcasting solution: searchable video, live or archived

ShadowTV Webcasting broadcast to Webcast service is an end to end service that enables you to immediately transform your video into searchable, compelling content for your site. Utilizing its patent pending technology, ShadowTV Webcasting controls, archives and streams your video. If you are a broadcaster, ShadowTV Webcasting can provide 24x7 continuous capture of your live video signal and convert it instantaneously into immediately available (or time shifted), searchable video content for your site.

Create incremental revenue

ShadowTV Webcasting enables you to control your video content and how it is viewed on your site, allowing you to generate ongoing incremental advertising, syndication and e-commerce revenue streams.

- Internet users can have instant, on-demand access to your live signal and/or archive of video materials — giving new life to old assets.
- Targeted commercials can be inserted into the videostream.

- Dynamic e-commerce content can be synchronized with the videostream
- Video can be licensed and streamed for use on other Websites. The technology controls streams and monitors which sites use the content and how many people watch it.
- Video notifications based on the viewer's keywords can be automatically created and sent via email.

Enable viewers to watch what they want, when they want.

With its integrated proprietary technology, ShadowTV Webcasting makes it possible to stream your video content in an immediate and affordable way to millions of viewers, with millions of viewing preferences. Through its unique ability to deliver broadcast video in real time, pinpoint user areas of interest, locate specific stories, topics and more — and view them seamlessly— ShadowTV Webcasting enables you to open up channels of opportunity for new audiences through an enhanced user experience.

- Only ShadowTV Webcasting enables Personal Random Access (PRA) — the ability for anyone to watch any portion of any video at any time.
- Video can be watched as it is sent, with no downloads or plug-ins.
- Live and archived video can be searched via key word or time/date of broadcast.
- Video can be rewound, paused or fast-forwarded; Fast-forward capabilities can be disabled during commercials.



ShadowTV can synchronize content with the videostream to provide interactive opportunities.



ShadowTV can automatically create customized "video magazines" that can be sent via email.

Multiple streaming rates

ShadowTV Webcasting supports a full spectrum of streaming ranging from the highest quality broadband Internet connections to dial-up 56K modem users. The high quality of the audio is unaffected by the connection speed.

How to get ShadowTV Webcasting™

We can capture, archive and stream video from any format be it televised content, or archived materials stored on tape. Regardless of the nature of your video content, ShadowTV Webcasting will provide you with an affordable and comprehensive turnkey solution for all of your streaming video needs. And ShadowTV Webcasting's proprietary archive software system allows you to store your entire video library on our servers. So begin leveraging your organization's video assets today.

Contact us at:
www.shadowtv.com
info@shadowtv.com
 212-445-2540 x17

	ShadowTV™	Other Technologies
Play video with no downloads or plug-ins	Yes	Limited
Enable video to be rewind, paused or fast-forwarded	Yes	Limited
Serve interactive content that is synchronized with the video	Yes	Limited
Monitor how many people watch streams	Yes	n/a
Provide random access to live or archived broadcast	Yes	n/a
Enable immediate email notification of relevant programming	Yes	n/a
Ability to email video clips in real time	Yes	n/a
Archive all TV broadcast	Yes	Limited
Search archived or live TV by key word and/or time/date	Yes	n/a
Serve personalized commercials anywhere in video	Yes	n/a
Deliver user-customized alerts to a variety of portable devices	Yes	n/a