

## PrimeTime PRODUCT HIGHLIGHTS

- SECURE, ENGAGING MEDIA PORTAL
- CUSTOMIZABLE CHANNELS
- SEARCHABLE
- SOCIAL NETWORKING FEATURES
- BUILT FOR SCALE
- WEB SERVICES ARCHITECTURE
- INTEGRATE WITH PORTALS
- RATING OF CONTENT
- "TIME SHIFT" MEDIA CONSUMPTION
- OPTIMIZE MEDIA CONTENT MANAGEMENT
- KNOWLEDGE SHARING

## PrimeTime: The Industry's Most Advanced Enterprise Media Management and Video Portal

MediaPlatform PrimeTime is the industry's most advanced enterprise rich media management and video portal. Built with social computing capabilities, it enables your organization to preserve valuable knowledge by expanding the reach of its video communications.

PrimeTime is the central place where your employees and partners can search, view, manage, rate, and share streaming video through an intuitive, channel-based portal. PrimeTime uses Web services to integrate with third-party portals and applications. PrimeTime manages your company's rich media content with ease.



Primetime supports sharing of videos between employees, as well as the ability for viewers to make comments and rate material.



Videos play in an embedded player inside the PrimeTime portal interface.

## MediaPlatform HIGH PERFORMANCE WEBCASTING PRODUCTS

Designed to help your organization get the greatest return on its investment in webcasting and rich media presentations.

**WebCaster** delivers multi-presenter webcast productions to **large audiences**.

**WebCaster Pro** provides partner webcasters with **template customization** and **CDN** options.

**PrimeTime** allows your people to **find, view and share rich media**.

- **Makes all media content accessible in one place** – eliminates the risk of material getting lost in multiple repositories.
- **Increases the reach of video and webcasts in your organization** – viewers time-shift and watch at their own convenience through an intuitive interface.
- **Increases impact of video-based training** – employees can comment and share, generating views of the most useful training media.
- **Enables intelligent sharing and preservation of knowledge** – channels and social networking features let employees help one another find valuable organizational knowledge.

PARTNERING WITH  
**MediaPlatform**

**Media Producers** – Provide video or audio webcasts for your clients with MediaPlatform.

**Resellers** – MediaPlatform offers the opportunity to resell its technology through a competitive reseller program with excellent marketing and technical support.

**Technology Partners** – MediaPlatform offers the most complete, world class video webcasting solutions to enable the seamless integration, management and sharing of multiple remote sources into a single live broadcast.

Our software can easily be integrated with any existing software or hardware.

**Content Delivery Partners** – MediaPlatform products deliver content through all delivery networks.

**MediaPlatform, Inc.**  
FORMERLY IVT

MediaPlatform, Inc., delivers best-in-class webcasting and media management technology to global enterprises and digital media producers.

MediaPlatform's webcasting software enables high-impact presentations for lead generation, corporate communications and training. The company offers organizations the ability to take advantage of scalable cloud-based computing, as well as on-premises deployment, to present and manage rich media. With media management tools built on its platform, the company helps clients derive long term archive value from their investment in media content.

**MediaPlatform, Inc.**  
8484 Wilshire Blvd.  
Suite 515  
Beverly Hills, CA 90211  
t 888 488 2278  
f 310 909 8410  
[info@mediaplatform.com](mailto:info@mediaplatform.com)  
[www.mediaplatform.com](http://www.mediaplatform.com)  
[www.twitter.com/webcaster](http://www.twitter.com/webcaster)

**PrimeTime: TECHNOLOGICAL HIGHLIGHTS**

- Enterprise Scalability and Performance** – PrimeTime is built for heavy use in a large organization with global reach. The system can scale to support hundreds of thousands of viewers and content creators. PrimeTime can scale to combine the archives of teleconferences, video and audio webcasts, webconferences, videoconferences and more in the same searchable system. PrimeTime is designed to be stand-alone or integrate into enterprise network environments and can be integrated with all CDNs and internal and external streaming servers. Selective permission levels allow for controlled access to sensitive information for both internal and external video viewing. With the option of on-site deployment or Cloud/SaaS, PrimeTime lets you get started at a scale that suits your needs yet prepares for expansive growth.
- Economical Storage Management** – PrimeTime contains features to help your organization take advantage of video without allowing storage costs to grow uncontrollably. Content storage limits per user, auto archiving, and expiration dates help contain storage costs. In addition, PrimeTime lets you point the portal to other storage systems, including “semi-offline” solutions that can warehouse video at a reduced cost. For the user, however, the experience is seamless even if the content is stored off the PrimeTime system.
- In-Depth Reporting** – A rigorous reporting capability lets you use PrimeTime to track effectiveness of individual videos as well as the impact of your video programs. PrimeTime reports tell you who is on the system and what they are watching. For example, you can generate reports on how many times a video has been viewed, what a particular user is viewing on the system, how many people have viewed a video, and so on. Reports can be exported to Excel®.
- Built on Open Standards for Maximum Interoperability** – PrimeTime was built using open standards. In addition to being a browser-based application, PrimeTime can expose many of its functions as Web services. These Web services make possible broad integration and interoperability with a large number of other applications, including portals, CRM systems, and corporate learning suites. The open standards-based design also drives extensibility over the control and appearance of PrimeTime's interfaces.