



MediaPlatform®  
Webcaster



Executive  
Messaging



Training &  
Development



Employee  
Communication

## MediaPlatform® Webcaster – Highly Scalable and Reliable Live Webcasting with Redundant Video Delivery Built-In

*Webcaster makes premium, secure company-wide webcasts possible to users worldwide on any platform. Its network-savvy approach provides for exceptional redundancy and reliability.*

MediaPlatform® Webcaster is the leading enterprise webcasting platform, enabling Global 2000 companies to easily produce, broadly distribute and monitor large-scale, deeply interactive live and Town Hall meetings, departmental updates and functional team meetings.

Corporate leaders count on Webcaster to make a live connection to tens of thousands of concurrent viewers, sharing media-rich presentations that include streaming video and video clips, PowerPoint® slides, audio, surveys, polls, and screen/application sharing.

With Webcaster, users can customize webcasts using a variety of template and presentation widgets, add interactive elements like surveys and polls, invite/remind/follow up with audiences directly from the system, and automatically record archives that retain the webcaster functionality for later playback.

### Key applications include:

- High production value events (such as CEO town halls, employee-wide broadcasts of executives keynoting at major events and symposia, marketing events, etc.);
- Department-wide webcasts to large audiences delivered securely and efficiently over the corporate WAN;
- Webinars with multiple, remote speakers via integration with SIP-based (Cisco, Polycom, Skype for Business) video conferencing endpoints and bridges;
- Webcasts to external constituents, whether partners, prospects or other, that combine internal and external network delivery;
- Routine meetings expanded to large online audiences to enhance collaboration and knowledge transfer.

## Features and Benefits

**Automated Event Scheduling and Notifications** – Use drop downs to set event date, duration, audience size, test runs, registration requirements, and set expiration dates. Customers can also auto-schedule and send email invitations, reminders and post-event follow up directly from Webcaster.

**Customize Viewer Experience** – Customize events to reflect corporate or campaign branding, choosing from more than a dozen themes or design bespoke themes. Select event backgrounds, hide or expose tabs (presenter details, QA, Polls, Survey, Downloads, Slide Index, Search, Help) and include interactive elements (polls, surveys).

**SmartPath** – The ‘secret sauce’ behind Webcaster’s lauded reliability and scalability. SmartPath is a rules-based engine that leverages all available online video distribution options, in an exhaustive failover playlist, to ensure delivery to every user, regardless of device or location bandwidth conditions.

**Remote Presenters via VC/UC Sources** – Easily include remote speakers to be part of your live webcast via integration with any SIP-based video conferencing end point or bridge as well as UC platforms including Skype for Business and Webex.

**Production Team Workflows** – Dedicated communications channels and roles – including Live Editor and QA Administrator – provide a framework for Production Team coordination during live events.

**Presentation Editing** – Users can tap Webcaster’s ‘Synch Tool’ to synchronize slides with video using timelines and markers. Slides can be changed, timing adjusted, and videos replaced using this tab.

**Test Events** – Webcaster creates a one-time preview link that tests all elements of the upcoming webcast: video stream, ppt, player elements, remote presenter access, slides, and allows Production Team members to test their workflows.

**Event Archive** – Publish presentation archives to the MediaPlatform Portal for post-event playback and/or use the provided embed code to add video recordings to websites and intranets.

**Key Event Analytics** – Dashboard provides intuitive insights into live event statistics from number of live viewers, ratio of registrants to attendees, names of viewers, length of viewing, location map of viewers and viewer information (devices, location, browsers) for recorded events.

### Video Ingest

Encoders	Any standards-based
Videoconferencing Bridges	Any SIP-based (Zoom, Pexip, Cisco, Polycom etc.)
Video Conferencing Endpoints	Any SIP-based (Zoom, Pexip, Cisco, Polycom etc)
Unified Communications Sources	Microsoft Skype for Business, Cisco Webex

### Delivery Integrations

MediaPlatform Edge	Enterprise Content Delivery Network
Akamai	Content Delivery Network
Ramp	HLS Multicast
Kollective	Peering
Hive	Peering
Peer5	Peering
Other	MediaPlatform Professional Services Integration

### Deployment Options

On-Premises	Software (VM)
Cloud - Single Tenant	
Cloud - Multi-Tenant	

### Licensing

Webcaster Enterprise Edition	Multi-annual price
Webcaster Professional Edition	Multi-annual price
Max Concurrent Audience (up to 40K)	Per User
Max Number of Webcasts	Unlimited

### Product Specifications

Webcaster enables the user to plan, produce, broadly distribute and monitor richly interactive live and on-demand webcasts with presenters in one or multiple locations. With Webcaster, the user can reach very large audiences of live concurrent viewers with presentation that feature streaming video, slides, audio, surveys polls and moderated Q&A.
Enterprise Edition : Network Optimization Analysis, 2 TB monthly bandwidth, transfer fees and storage
Professional Edition: 500 GB monthly bandwidth, transfer fees and storage