

# Electronic Multimedia Kit (EMK)

The EMK is designed to reach television, radio, print, online media and key target audiences (e.g., investors, customers and employees) in one highly efficient multifaceted communications package. It is the next logical step in the evolution of the VNR or B-Roll package. The features follow:

## Media Assets

B-Roll and Soundbites

60-Second Video Report

Audio News Release (ANR)

Multimedia News Release (MNR)

Online Press Page

E-visory

## Distribution/Audiences

Delivered to television newsrooms via satellite, tape, Pathfire™ and broadcast quality MPEG-2 Internet downloads. Includes MultiVu's national notification, pitching and reporting.

Distributed to television newsrooms with B-Roll package, strategically placed in network and cable programming, syndicated to hundreds of Web sites.

Delivered to radio networks and stations over network feeds and MP3 audio downloads. Strategically placed on network and syndicated programming.

Delivers 60-second news report and advisory copy in attractive HTML format to 3,600 additional Web sites including Yahoo!, Google and MSN. MNRs are search engine optimized to help ensure consumers interested in your news connect with your multimedia content.

A multimedia page of all of your media assets in the PR Newswire for Journalists Web site. All notified media, and more than 80,000 registered journalists, will have 24/7 access to your video, audio and text content. TV stations can preview video, request tapes or download broadcast quality MPEG-2 video. Radio stations can access MP3 files of your ANR. Print media will have access to all content including high-resolution photos. All of your content on the press page remains in place for 30 days after project launch. Content life can be extended for an additional fee.

Electronic media advisories link the media to all of your content in the PR Newswire for Journalists Web site. E-visories are distributed to MultiVu's broadcast contacts as well as over 4,000 media points through PR Newswire's US1 premium distribution. The E-visory also provides you with one of the most effective multimedia pitch tools available.

## Monitoring is included with the EMK package:

- Sigma and VMS monitoring of broadcast television (reports include times and dates of airings, station ID, market rank and affiliation, audience numbers and equivalent advertising values)
- Proprietary monitoring of MPEG-2 and MP3 downloads
- Media access reports from PRNJ
- Proprietary monitoring of Web distribution with reporting that covers Web site placements, number of streams, and Web site traffic

## Optional add-on services:

### Web-Based Videos

MultiVu can produce short-form marketing and product videos for Web distribution to your target audiences. These videos can be produced in an infotainment format designed to engage Web audiences. MultiVu can also provide search engine optimization services to help ensure consumers seeking information related to your topic come in contact with your video content.

### Customized MNRs

MultiVu can help you customize the base MNR included in the EMK package for key target audiences. Customized video messages from your company's CEO and spokespeople, together with additional video, text and hyperlinks can be added to an MNR for presentation for investors, customers, employees and other important audiences.

# Broadcast/Multimedia Briefing (BMB)

**The BMB is a studio or remote site-based multifaceted event that delivers your news and information to all media and key target audiences like investors, customers and employees in one powerful and highly efficient package. The BMB could be viewed as the next step in the evolution of the SMT. The features follow:**

## Media Assets

Television Interviews

Radio Interviews

Press Briefing

Webcast

## Distribution/Audiences

Satellite interviews with television news shows, including booking stations and usage reports.

Interviews with radio stations including booking and usage reports.

Interactive Webcast to print media including media information, registration pages and visual support.

Customized interactive Webcast to your selected audiences (investors, customers, patients, employees, etc).

**Note:** The BMB also includes the B-Roll and Soundbites, 60-Second Video Report, Audio News Release (ANR), Multimedia News Release (MNR), Online Press Page and an E-visory, all of which were described in the EMK section. The monitoring and reporting included with the BMB is equivalent to the EMK, and the same service add-ons are available.



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