



We stream it to your desktop

## APPLICATIONS OF STREAMING MEDIA – A Case Study

### About 24 Frames Digital

24 Frames Digital is an organization dedicated to helping clients use innovative and creative media - Webcasting, to get extra mileage in promoting their messages products & services across the globe.

It is headquartered in Mumbai, India's gateway to the world of business. In India we have associates in major cities providing us the flexibility and capability to serve our customers better. In Mumbai we have the resources of dedicated professionals who bring together vast experience and innovation in the areas of Internet, film, video, programming and design of websites, corporate communication and market research.

### Why to Stream? What to Stream?

Digital Broadcast or Webcasting is enabling audio-visual content thru the Internet. The applications of Streaming Media are endless limited only by ones imagination. Whether it is your PowerPoint presentation for scattered distant audiences or focused press conference delivered live to the media around the world, webcasting multiplies the effectiveness of your communication.

Enclosed below are few of the applications catering to various Industry verticals.

### Industry Vertical

#### A] Marketing

Applications

- Product Launches
- Ad Film

#### B] Human Resource

Applications

- Online Interactive Training
- Knowledge Management
- Pre-Placement talks with various Institutes
- E-Learning

#### C] Finance

Applications

- Annual General Meeting/Quarterly Meets
- Analyst Meets
- Mutual Fund NAV (Net Asset Value) Webcasts



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### CASE STUDY – Marketing

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#### 1) Client Name: Nicholas Piramal India Ltd. (NPIL)

##### **About Nicholas Piramal:**

Nicholas Piramal India Limited (NPIL) is India's second largest Pharmaceutical Healthcare company. It is a leader in the Cardio-vascular segment. It has a strong presence in Antibiotics and Respiratory segments, Pain management, Neuro-psychiatry and Anti-Diabetics segments. The company is also making forays into Biotechnology in key therapeutic areas for which it has formed several global alliances.

##### **Need: Problem Definition**

The product management team of Nicholas Piramal wanted to communicate to the doctors the benefits of using **Phensedyl** for Respiratory tract- Upper and lower case ie. Recent advances in Respiratory medicine. The doctors – comprising of team of general practitioners, Specialists had to be communicated with the recent advances and discoveries. Along with the communication to Doctors, the medical representatives at various locations across the country also had to be briefed – to have all the product and sales team on the same plane.



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### Options

The options NPIL had were

1) Assemble all the attendees at the same venue so that the live interaction could be enabled –**Normal conferencing**

- a. The conference hall at NPIL's premises would not have been able to accommodate the large audience for the symposia and online interaction with the panel
- b. It would have resulted in crowding of the office premises which would have disturbed the otherwise serene atmosphere of the office
- c. The doctors from the other outstation locations would have missed out on the live sessions

2) **Video conference the same to the Corporate office**

The implication here was that of cost that would be involved in the set up for the infrastructure for video conferencing and the Internet lines that would be required.

In addition, same set of the infrastructure would be required at the Head office and at the other viewing locations as well.

Not all viewers would have access to a studio where all can watch and interact With the panel

3) **Digital Broadcast - Webcasting**

This technology helps Saves cost, time and money

The audience and the doctor though are at different locations, the digital broadcast technology ensures the video based communication for live interaction.

The entire seminar, at the fraction, all most 1/10<sup>th</sup> of the cost of executive travel and stay of a group to various locations



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### **Solution:**

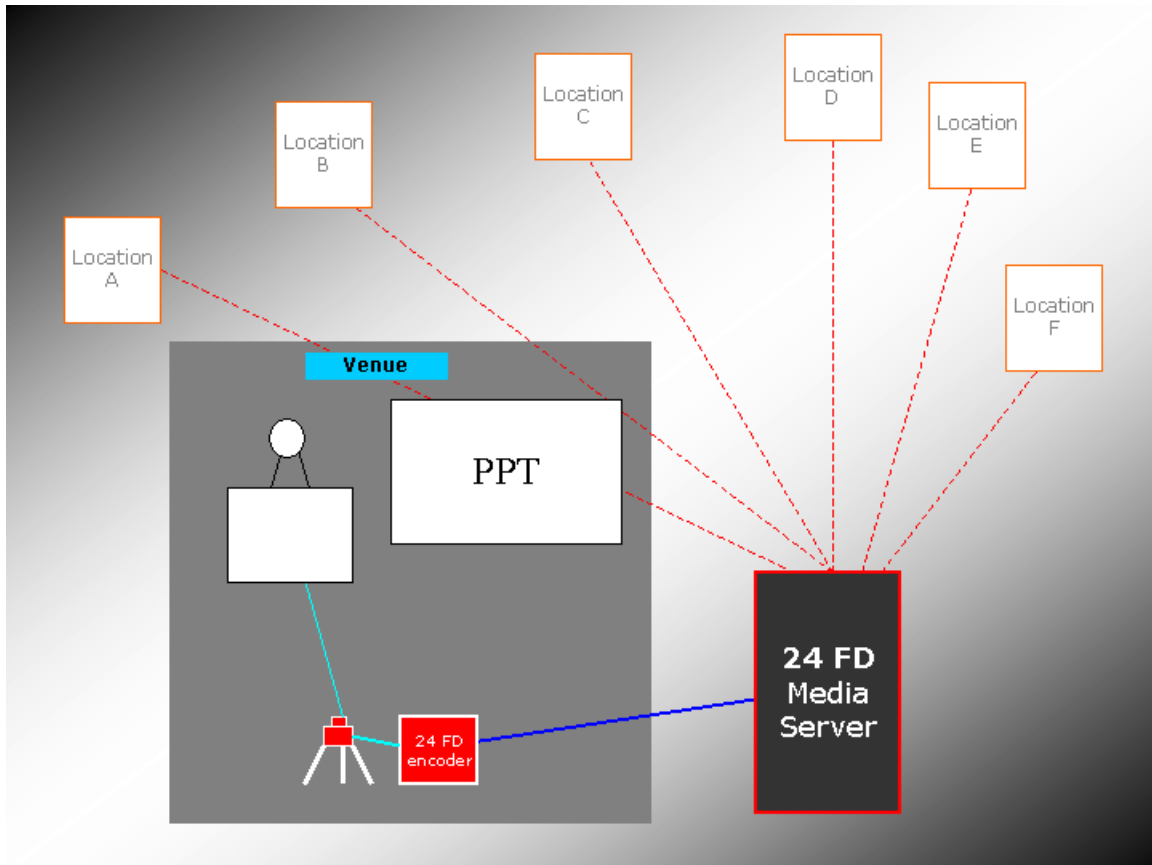
In order to reach out, NPIL carried out a cost benefit equation of the various options versus the time of delivery and came to the solution that the collaboration of Video conferencing along with Webcasting that offers all that is required that too at a fractional cost, without having to spend on infrastructure or have any major set up and is instantaneous too.

### **Methodology**

- a) The seminar was live Webcast, enabling interactivity so that the geographically distanced viewers could post in their queries on the presentation as well and after the live session the edited version of the same was enabled on the website thereby enabling the doctors who would have missed out on the live proceedings to benefit from the process through a Video on Demand of the proceedings
- b) Video conference of the proceedings was carried out with 200 centers
- c) The Panel Doctors were assembled in a studio having webcasting and Video conferencing facility
- d) At all receiving end locations on the video conference side- 200 locations, Web Worlds were booked for the video conference
- e) Each Video conference web world had 10-15 doctors along with a representative from the company's side –i.e. NPIL
- f) All the interaction on the video conference (VC) with 200 locations was with a Video bridge – I.e. the studio and 200 locations were connected on VC with bridge
- g) The doctors who could not make it to a web world location were also provided facility to watch and interact with the panel from their respective places of work or residence via webcast
- h) The doctors on webcast would post their question/ queries/ comments in the feedback/chat window provided
- i) The webcast team along with client team members would take a look at the questions and the ones which were unique and relevant questions would be passed on to the panel, the panel would thus address the questions
- j) The setup used was a two camera setup with audio facility- the master audio and video input of the studio was used as input to the video conference and webcast, thus all the viewers, more than 1000 doctors via webcast and video conference were addressed, also sales team across the country – about 100 sales team members were addressed at one go

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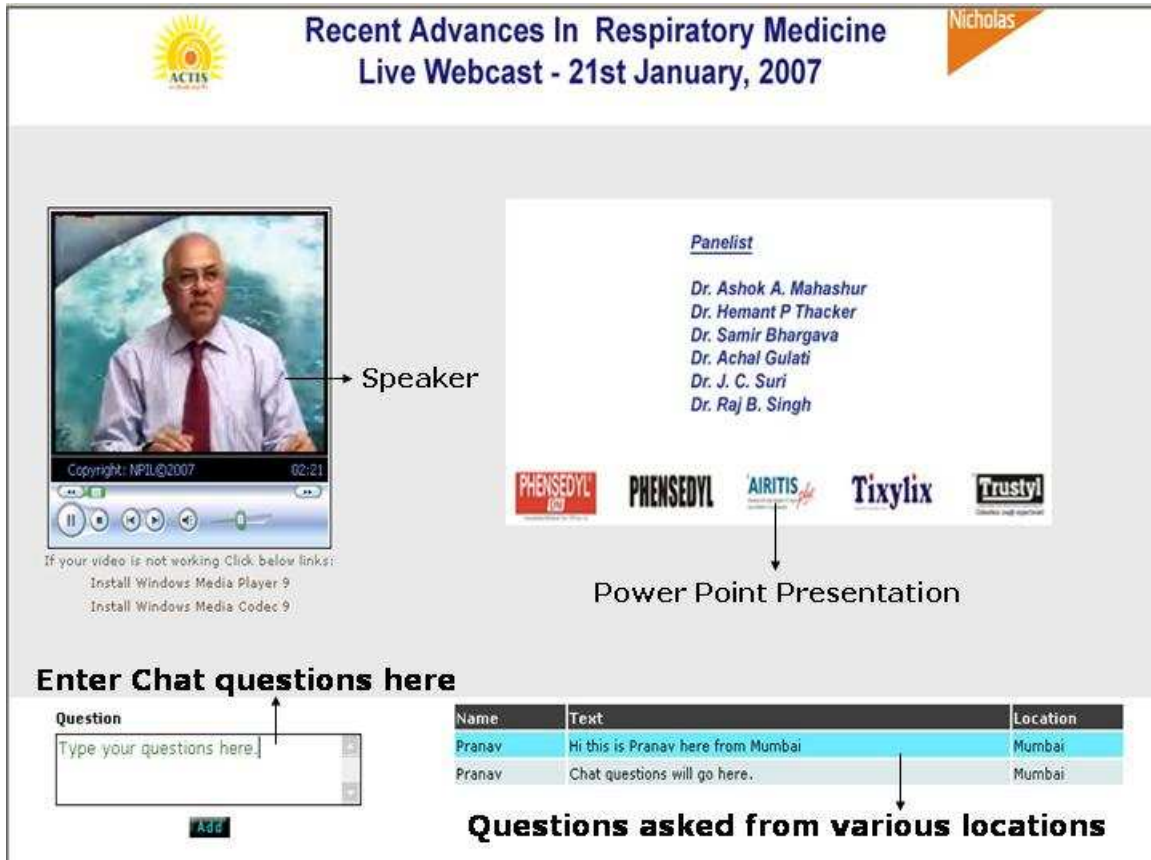
### Diagrammatic Representation – Process of Webcasting



The above diagram illustrates the process of Digital Broadcast of the proceedings from a central location enabling it to be viewed from remote locations.

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### Diagrammatic Representation – Internet Web page



**Recent Advances In Respiratory Medicine  
Live Webcast - 21st January, 2007**

**Panelist**

- Dr. Ashok A. Mahashur
- Dr. Hemant P Thacker
- Dr. Samir Bhargava
- Dr. Achal Gulati
- Dr. J. C. Suri
- Dr. Raj B. Singh

**Power Point Presentation**

**Enter Chat questions here**

Question  
Type your questions here.

Add

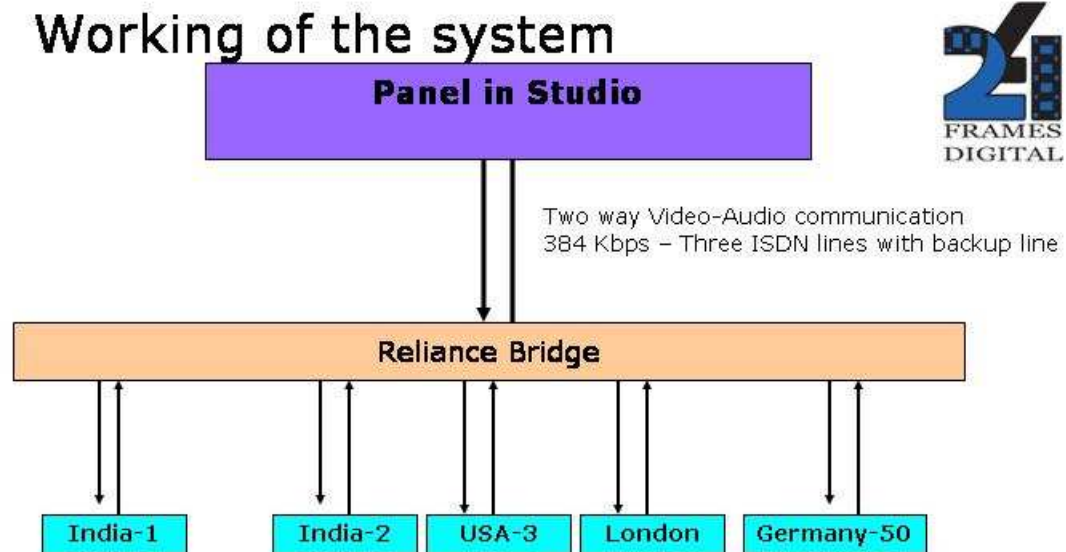
Name	Text	Location
Pranav	Hi this is Pranav here from Mumbai	Mumbai
Pranav	Chat questions will go here.	Mumbai

**Questions asked from various locations**

The above illustration depicts the Web interface thru which the remote location view the proceedings live and also inter using the Chat application provided in the web interface.

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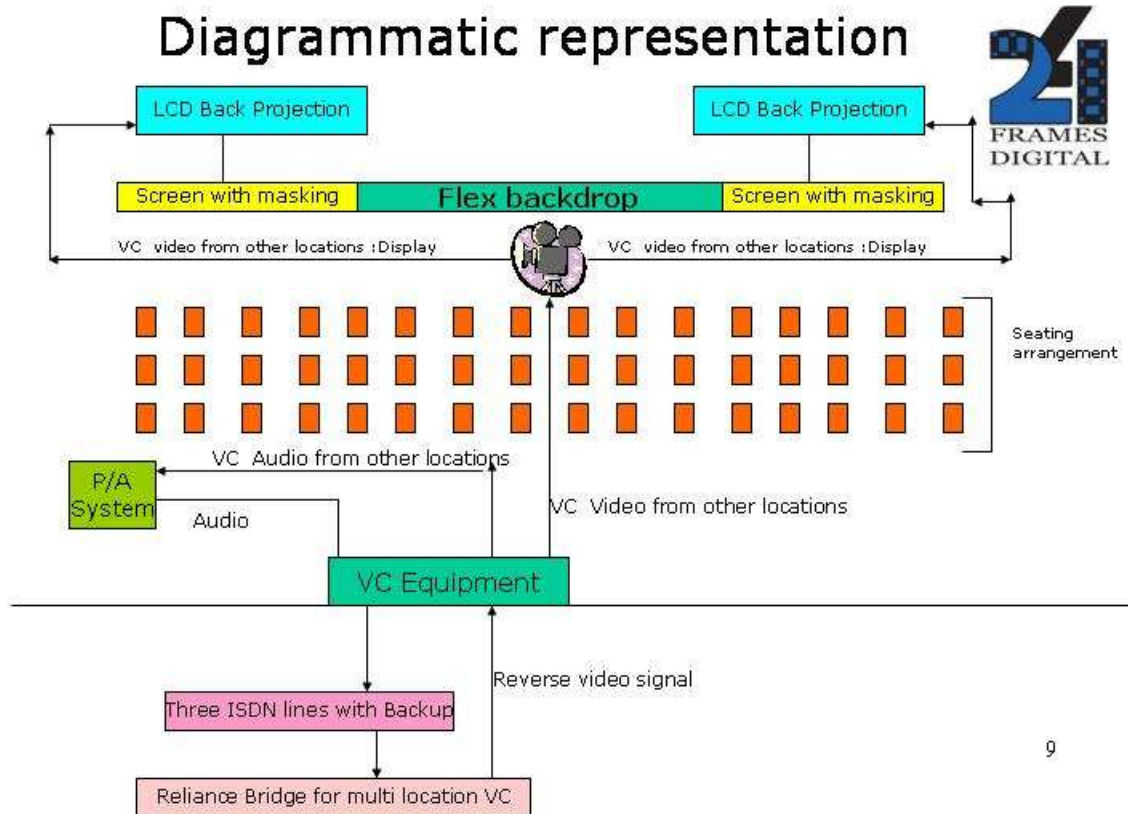
### Diagrammatic Representation –Process of Video conference



- Two way Video-Audio communication :384 Kbps - Three ISDN lines at each of the location with back up facility
- The Bridge would act as a moderator - which would facilitate Q&A session one by one, whilst the other locations would be in Mute mode
- Public address system, Projection System, External camera input, Backdrop and Stage Video conference unit, at each location ; Web world ; or ISDN locations

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### Diagrammatic Representation – Video conference





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### Impact

The panel discussion with Phensedyl was completed with the nation wide audience within a record time of 2 hours as against 21 days to complete a nation wide discussion, where once the launch is through the only manner for interaction with the team would be through the sales Representative of the area.

Through the live and archived broadcast and a video conference, a direct interaction with the speaker is enabled, cutting across the dimensions of time and geography.

The geographically spread audience could also query with the Scientist team with their findings on the new subject. This not only ensures that information is disseminated but is also preserved.

Doctors and the members of the sales team of NPIL who could not be present at the session could watch the post session recordings at a time of their convenience and interact with the speaker in an offline query mode.

Thus the objective of reaching out with the communication to the nationwide audience was achieved within 2 hours, without any team member traveling to any location or any of the panel members repeating the presentation. In addition, the conferencing also enabled interactivity which helps in instantaneous feedback generation.