



## 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 a 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



**CASE STUDY – Marketing**

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**Case Studies - Marketing related**

**1) Client Name: Novartis India Ltd.**

**About Novartis:**

Novartis is a world leader in the research and development of products to protect and improve health and well-being. Novartis was created in 1996 from the merger of the Swiss companies, Ciba and Sandoz.

Novartis is committed to focus on research and development to bring innovative new products to the human community. Novartis is headquartered in Basel, Switzerland.

**Need**

To reach out to the community of Doctors and Surgeons, Physicians and Onco surgeons, Novartis wanted to reach out to this community whereby the new discovery in its existing drug – **Sandostatin Lar** which is used in post operative cancer care could be communicated to the user group so that the extended benefits of the new research could be presented.

Novartis wanted to reach out to the Doctor community –Onco specialists (Cancer Surgeons and Physicians) all across the country along with the Sales Team to drive home the benefits of the new research along with the dedicated team of Scientists that were working on this path breaking discovery since the past decade.



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### The options

Novartis had various options such as

#### **Making the presentation to the leading Doctors, surgeons and hospitals at various state capitals across the length and breadth of the country –**

This would have entailed the top research team traveling to the various centers and making presentations there, thereby involving the cost of Executive travel, stay and time. In addition to the time taken to travel at various locations and making the same repetitive presentations at each location. On an average a nation wide launch would take approximately 21 days to get completed across the length and breadth of the country.

#### **Video conference the same to various studios**

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 for the same, and not all Doctors would be able to participate from their respective Consultation clinics or from their Operation theatres, due to the unavailability of the infrastructure

#### **Digital Broadcast – Webcasting**

This technology helps Saves cost, time and money

The presenter and the presentees cannot be at the same place at the same time, webcasting on demand takes care of this the entire seminar, at the fraction, all most 1/10<sup>th</sup> of the cost of executive travel and stay of a group.

The presenter could be making a presentation from a single location and all across the Doctor's could interact with the team presenting, irrespective of the venue from where the viewer is. Thereby the viewer or the speaker need not re locate to a different venue to benefit from the knowledge and finding share

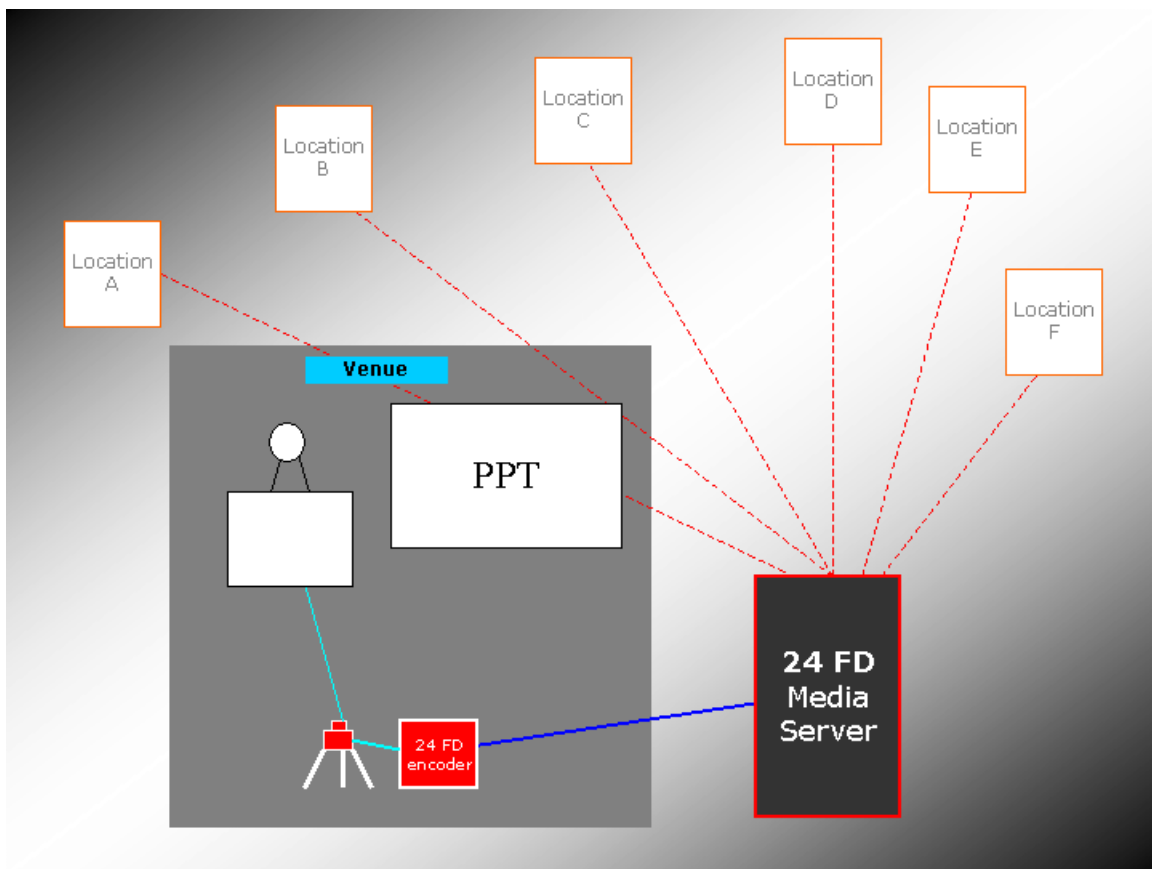
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### Solution:

In order to reach out, Novartis carried out a cost benefit equation of the various options versus the time of delivery and came to the solution that Webcasting 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

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.



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

