



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] Human Resource

Applications

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

B] Finance

Applications

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

C] Marketing

Applications

- Product Launches
- Ad Film



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CASE STUDY – Knowledge management

1) Client Name: GE India – General Electric

About GE India:

GE is a diversified services, technology and manufacturing company with a commitment to achieving customer success and worldwide leadership in each of its businesses. GE operates in more than 100 countries and employs nearly 313,000 people worldwide. Its 2000 revenues were US \$129.9 billion with net earnings of \$12.7 billion. Jeffrey R. Immelt is Chairman and Chief Executive Officer as of September 7, 2001. He succeeds John F. Welch who was Chairman and Chief Executive Officer of GE since 1981.

The Company traces its beginnings to Thomas A. Edison, who established Edison Electric Light Company in 1878. In 1892, a merger of Edison General Electric Company and Thomson-Houston Electric Company created General Electric Company. GE is the only company listed in the Dow Jones Industrial Index today that was also included in the original index in 1896.

The need

GE's recruitment policies take it to the Premier Educational Institutions all around India. The pre placement procedures include an address by the Chairman and CEO of GE India (Currently Mr. Scott Bayman). This would require the CEO to be away from office to visit and brief the institutions. The time spent for the routine was to be curbed by using the available technology to address the Institutions right from the CEO's Desk at Delhi and at the same time Interact with the students too.

The options

The client, GE had various options such as

1) 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

2) 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 1/10th of the cost of executive travel and stay of a group,

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Solution:


In order to reach out, GE carried out a cost benefit equation of the various options 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. All one needed was a fixed setup at the transmitting end and the receiving end needed a PC with Internet connection and Multimedia. The option seemed viable.

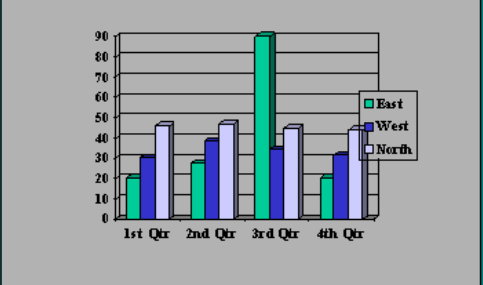
Methodology

The Speech was Webcast and post the live session the edited version of the same was enabled on the website in various media and players so that the audiences would be able to view the same without the constraints of the players installed on the machine.

Live Interactive Webcast

Live Interactive Webcast - GE





Quarter	East	West	North
1st Qtr	20	30	45
2nd Qtr	28	40	48
3rd Qtr	90	35	45
4th Qtr	20	30	45

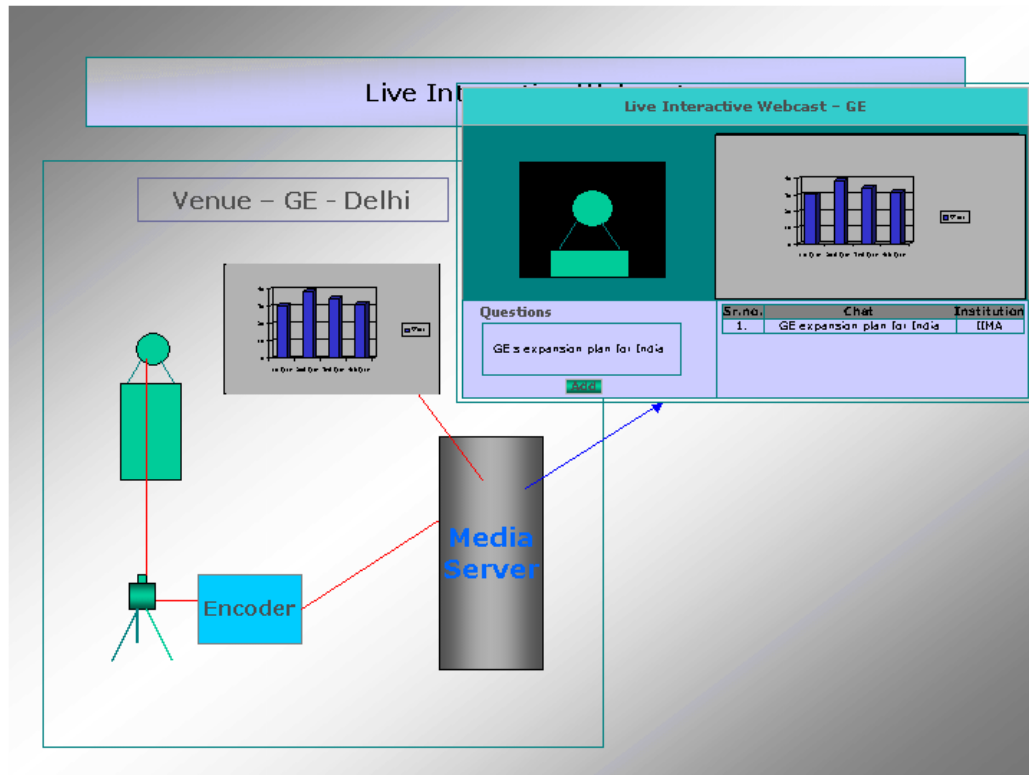
Questions

What expansion does GE have for India

Sr.no.	Chat	Institution
1.	What expansion does GE have for India	IIM A

Common user Interface to View the live Webcast and Interact with the speaker thru the chat application. The Interface also allows one to view the PPTs presented by the Presenter.

APPLICATIONS OF STREAMING MEDIA – A Case Study



This illustration depicts the Process how the Speaker's audiovisual is captures and enabled on the Internet to be viewed from any location.

Impact

The purpose was meet with precessions. The pre placement address was made to the students and the Students could also interact with the speaker "Live". This not only saved time for the CEO but also the students did not have to make any elaborate arrangements for the speaker at their end.

All the CEO had to do was sit in front of the camera talk to the all the Institutions at the same time answer their queries through an interactive chat interface created. As the session got over the camera was switched off and the CEO got back to work. As simple as that.



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CASE STUDY – Knowledge management

2) Client Name: ICICI Bank

About ICICI Bank India:

ICICI Bank is India's second-largest bank with total assets of about Rs.112, 024 crore and a network of about 450 branches and offices and about 1750 ATMs. ICICI Bank offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialized subsidiaries and affiliates in the areas of investment banking, life and non-life insurance, venture capital, asset management and information technology. ICICI Bank's equity shares are listed in India on stock exchanges at Chennai, Delhi, Kolkata and Vadodara, the Stock Exchange, Mumbai and the National Stock Exchange of India Limited and its American Depository Receipts (ADRs) are listed on the New York Stock Exchange (NYSE).

The need

ICICI Bank has a Knowledge Management portal – ICICI Wise Guy. The Wise Guy has an Initiative called "**The CEO Series**". The CEO Series has a CEO of the Leading Companies in India sharing their experience of being at the helm of one of the leading corporate in India. The need was to share this to employees of ICICI Bank all across India and the World.

The options

The client, ICICI Bank had various options such as

1) 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

2) Digital Broadcast - Webcasting

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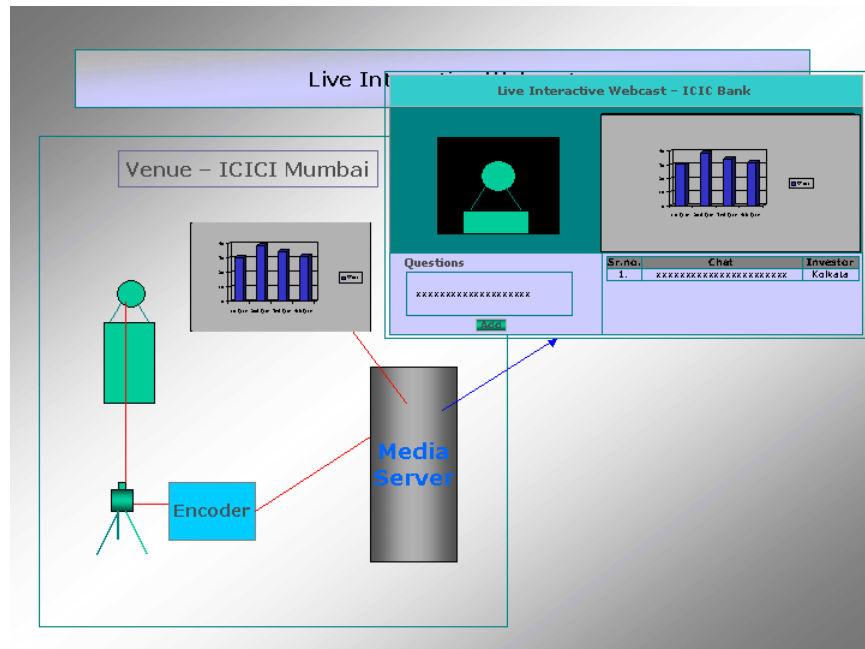
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In order to reach out, ICICI bank carried out a cost benefit equation of the various options and came to the solution that Webcasting offers all that is required that too at a fractional cost, without having to spend on infrastructure or have any major set up. All one needed was a fixed setup at the transmitting end and the receiving end needed a PC with Internet connection and Multimedia. The option seemed viable.

Methodology

The users at the spread out locations were provided with an interface illustrated below to view the speech and the PPT and at the same time Interact with the speaker with the chat application provided.



This illustration depicts the Process how the Speaker's audiovisual is captures and enabled on the Internet to be viewed from any location.

Impact

Previously only the audience at the Venue where the CEO (speaker) was called view and interact with the speaker. Whereas a Webcast involved the entire ICICI team irrespective of the geographical location for the presentation to watch and interact.



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About us : - 24 Frames Digital

24 Frames Digital is a leading international audio and video streaming media based applications, solutions and services provider across various networks viz. Internet, intranet (LAN,WAN, VPN), cable and wireless networks.

IT Organizations/ Infrastructure

- **Microsoft**
- **General Electric Corporation**
- **ITC Infotech Ltd.**
- **BSES Telecom**

Pharmaceutical Sector

- **Novartis**
- **Aventis**
- **Wockhardt Hospital**

Industry Organizations

- **Indian Pharmaceutical Alliance - IPA**
- **Organization of Pharma Producers in India -OPPI**
- **Interpat- Organization on International Patents Federation of Andhra Pradesh Chamber of Commerce and Industry**
- **Assocham – Association of Chambers**

Scientific Organizations

- **Indian Space Research Organization – ISRO**
- **National Chemical Laboratory- NCL**
- **Center for Development of Advanced Computing - CDAC**

PSU Oil Majors

- **Oil Natural Gas Commission - ONGC**
- **Hindustan Petroleum Corporation Ltd. -HPCL**
- **Bharat Petroleum Corporation Ltd. -BPCL**

Pharmaceutical Sector

- **Novartis**
- **Aventis**
- **Wockhardt Hospital**

Corporate Sector / FMCG

- **Godrej Industries**
- **Godrej Consumer Products Ltd.**
- **ITC Ltd.**
- **Parle Products Ltd.**

Banking sector

ICICI Bank