Video Portals:
Unlimited Channel Programming for Consistent Engagement

Video Portals are an intuitive and secure enterprise platform for live and on-demand communications. Eliminate communication challenges through subscription-based unlimited webcasts. With Video Portals, companies now have the ability to set up a private “Corporate YouTube” environment that leverages easy-to-consume video content to build relationships and connect a global workforce.

Video Portals are an “always on” communication platform, accessible anywhere, anytime and from any device. With Video Portals comes the Program Wizard self-service tool allowing you to create a webcast in seven easy steps. Now any company can produce and deploy unlimited programs that can help foster employee interaction and share market intelligence.
Common Pain Points

Whether you’re hosting your first Virtual Event or looking to upgrade to a new solution – you’re not alone. Our diverse customers share one thing in common: they all have challenges made worse by costly and/or ineffective communications which lead to some of these pain points:

- Poor audience retention
- Inconsistent messaging
- Inability to measure impact
- Slow time to market
- Incremental revenue growth
- Rising costs in travel and accessibility to key stakeholders
- Lack of engagement

For more information about Intrado Video Portals, please visit [www.inxpo.com/video-portals](http://www.inxpo.com/video-portals), email us at [contactus@inxpo.com](mailto:contactus@inxpo.com) or call us at (312) 962-3708.
Key Benefits

Built on Intrado’s leading video platform for the enterprise, Video Portals enable you to deliver live and interactive communications programs that incorporate social elements like polls, moderated Q&A, live chat and social activity walls to make sure your audience is engaged and you’re receiving actionable feedback.

Benefits of Intrado Video Portals:

- **Disruptive Pricing:** A simple and effective subscription based pricing model allows you to deploy unlimited webcasts.

- **Streamlined Content Delivery:** A single destination portal designed to host new and existing content for your audience to engage with.

- **Intuitive Program Wizard:** This self-service tool allows anyone to develop, personalize and deliver powerful programming.

- **365-Day Environment:** Allow your audience to consume live and on-demand content all year round.

- **Increased Revenue:** Produce as many demand generation programs needed to fuel your sales pipeline and broadcast multiple channels at once.

- **Global Reach:** Video Portals are designed to support iOS, Android and Windows users without sacrificing any of the interactive features offered on desktop devices.

- **Robust Analytics & Reporting:** Capture key data to generate insights into target audience attitudes.

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Use Cases

You want your audience to do more than just attend your webcast- you want them to be engaged, retain key information and take action. Whatever the use case, Intrado’s Video Portals are the most comprehensive video broadcasting single-destination platform designed to connect your audience with your content.

Some of the most common use cases for Video Portals are:

- Corporate Tube
- Partner Enablement
- Leadership Updates
- Press Announcements
- Employee Communications
- Town Halls

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Benchmarks

74% of attendees respond to polls in a live webcast.

17% increase in viewer duration when webcasts contain a polling question.

18% of viewers drop off a webcast lasting longer than 15 minutes.

13% increase in viewer duration when a webcast contains interactive consoles.

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Key Features

• Deploy unlimited webcasts
• Built in channel and Program Wizard
• Single or multi-channel programming
• 24/7/365 access to live and on-demand programming
• Available on PCs, Macs, tablets and mobile devices
• Private access – you determine access and entitlement rights
• Network and content are fully SSL secured
• Graphical metrics delivered in real time
• Live or on-demand broadcasting options
• Global content search functionality
• Customizable content spotlight
• HD video support
• Screen sharing
• Interactive slide content
• Presenter panel commands
• Simple “pass the mic” functionality
• Personalized networks & channels
• Testing and certification
• Content recommendations
• Simple program sorting options and watchlists
• Advanced tools for creating login registration pages and external emails

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Station and Network Display

**Station Guide** - Navigation that allows you to change the channels or networks you have access to.

**Spotlight** - This branding image area is used to represent the channel using a logo or graphical title.

**Search** - Key in search terms and find the programs you are looking for.

**People You May Know** - Recommended users to make connections with.

**My Connections** - Displays the users you have made connections with along with a count.

**Network Display** - Includes channel and program count and filters the channel display based on the selected network.

**Channel Display** - Includes program count and quick access to the channel.

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**Intrado Video Portals**

Unlimited Channel Programming for Consistent Engagement

**Channel Display**

**Channel Image** - This branding image area is used to represent the channel using a logo or graphical title.

**Sort and Filter Options** - Programs are organized in all, live, upcoming and on-demand filters. Additional sorting options such as title, date/time, watched, likes, views and watchlist make it very easy to find a program.

**Station Guide** - Navigation that allows you to change the channels or networks you have access to.

**Channel Branding** - This area can be used for additional branding and for showcasing a sponsor image.

**Watchlist** - Add programs of interest to your watchlist for quick access when viewing at a later date and time.

**Likes** - Give a program a thumbs up if you enjoyed it.

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Layouts, Slide Types and Panels

- Animated PowerPoint
- Testing and Certification
- Polls
- Screen Share
- Video Clips
- Light and Dark Themes
- Video and Slides Layout
- Video-Only Layout
- Video/Audio Media
- Open Group Chat
- Q&A and Q&A Responses
- Moderated Chat
- Surveys
- Slide Window
- Handouts

Program Wizard Features
Create a program in six easy steps!

1. **Settings**: Title your program, include an abstract, enter the live date/time and program duration.
2. **Speakers**: Add speaker names, bios and photos for the program.
3. **Layout**: Select a layout, choose from a light or dark theme, and video and slides or video-only layouts.
4. **Slides**: Upload your animated PowerPoint slides, add polling questions, video slides and screen sharing slides.
5. **Handouts**: Include a copy of your PPT presentation or any other program documents and links.
6. **Invites**: Send out email communications inviting your audience to the program.

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About Intrado Digital Media

Intrado, formerly West, is an innovative, cloud-based, global technology partner to clients around the world. We connect people and organizations at the right time and in the right ways, making those mission-critical communications more relevant, engaging, and actionable. Our suite of solutions advances the way companies engage with employees, customers, investors, and the media with the world’s only end-to-end communications workflow that allows you to listen, create, connect, deliver, amplify, and measure.

Visit www.intrado.com/Digital-Media to learn more.