



# Webcast America

“Bringing People Together”

*Webcast America is a video streaming company that partners with high schools, colleges and other organizations to help keep families, friends and fans connected through live and on-demand broadcasts.*



webcast50.com

Founded with the simple ambition of “Bringing People Together”, Webcast America provides a variety of webcasting solutions designed to be not only free to the viewers, but with a little effort, free to our webcasting partners as well. To accomplish this objective, we’ve integrated an advertising system that allows our webcasting partners to raise funds necessary to cover the cost of the program and more for other projects.

<b>Video Streaming Solutions</b>			
<b>Program Features</b>	<b>AutoStream</b>	<b>LiveStream</b>	<b>ProStream</b>
Unlimited On-Demand Video Broadcasts	X	X	X
Unlimited Bandwidth and Storage	X	X	X
Online Event Center for Hosting Videos	X	X	X
Optional Fundraising Package	X	X	X
Free Online Training and Support	X	X	X
Free Phone and Email Support	X	X	X
Free Viewing for Audience	X	X	X
Penny Ad Fundraising System	X	X	X
Penny Ad Fundraising Commissions	25%	50%	75%
Unlimited LIVE Video Broadcasts		X	X
Branded User Interface			X
<b>Annual Webcasting License</b>	<b>\$595</b>	<b>\$1995</b>	<b>\$2995</b>

## Penny Ad Fundraising System

From day one, our vision for Webcast America was to provide a solution that paid for itself. To accomplish this, we built an advertising system that displays banner ads alongside the webcasts. Webcast partners are given the option of selling advertising to pay for the service and raise additional funds if desired.

To streamline the fundraising process, we simply ask Partners to secure sponsors (advertisers) for their webcasts and submit a signed contract to Webcast America. That's it; we take it from there. Webcast America invoices the sponsors and processes their payments. We also design and publish the sponsor's banner ads free of charge. Partners earn up to 75% of the gross ad revenue, while Webcast America retains the balance for services provided.

As seen below, banner ads rotating at 15-second intervals are placed adjacent to webcasts in one of three ad zones.

- ◆ **Zone A:** located on the left hand side of the video player and designed for full-tower banner ads, is reserved for corporate sponsors. Webcast America contracts corporate sponsors and retains 100% of Zone A revenue.
- ◆ **Zone B:** located on the upper right hand side of the video player and designed for half-tower banner ads, is reserved for local sponsors. Partners contract local sponsors and retain 50% of Zone B revenue.
- ◆ **Zone C:** located on the lower right hand side of the video player and designed for half-tower banner ads, is reserved for local sponsors. Partners contract local sponsors and retain 50% of Zone C revenue.

The image shows a screenshot of a webcast player interface for a football game. The main content is a video player showing a football game in progress. The title of the game is "Football Albany vs New London-Spicer" and it is a "KASM broadcast with Randy Rothstein and Joe Gill". The video player has a progress bar at the bottom showing 08:25 and a total duration of 2:14:22. Below the video player are social media sharing options (SHARE, Facebook, Twitter) and a "Like" button. At the bottom of the page, there is a footer with copyright information: "©2010 Webcast America. All Rights Reserved." and navigation links: "Event Center Home", "Sponsors", "Alt Play", "Help", and "Order on DVD".

Three advertising zones are highlighted with red boxes and letters:

- Zone A:** A vertical banner on the left side of the video player. It features a "Spirit 34" logo at the top, followed by the text "ON-TREND GARMENTS", "SCREENPRINT EMBROIDERY APPLIQUE", and "GREAT SERVICE". At the bottom, there is a photo of a group of people and the website "WWW.SPIRIT34.NET".
- Zone B:** A vertical banner on the right side of the video player. It features the text "Email Notification Is HERE!" at the top, followed by "Choose the Events YOU want to see, and get notices sent directly to your inbox when those videos are put on the site." and "FREE CLICK HERE!". Below this is the "WA WEBCAST AMERICA" logo and a "1150 AM KASM" logo. At the bottom, there is a photo of a football helmet and the text "Follow Your Huskies on 1150 AM KASM" and "kasmradio.com".
- Zone C:** A horizontal banner at the bottom of the page. It features the text "Is your school or organization webcasting yet? Learn how easy it is to get started!" and the "WA WEBCAST AMERICA" logo.

Webcasting partners are asked to contract local business sponsors and submit ad contracts to Webcast America. Webcast America invoices sponsors, processes payments and reimburses partner for up to 75% of revenue generated from the fundraiser. Webcast America provides basic ad design and publishing services free of charge.