

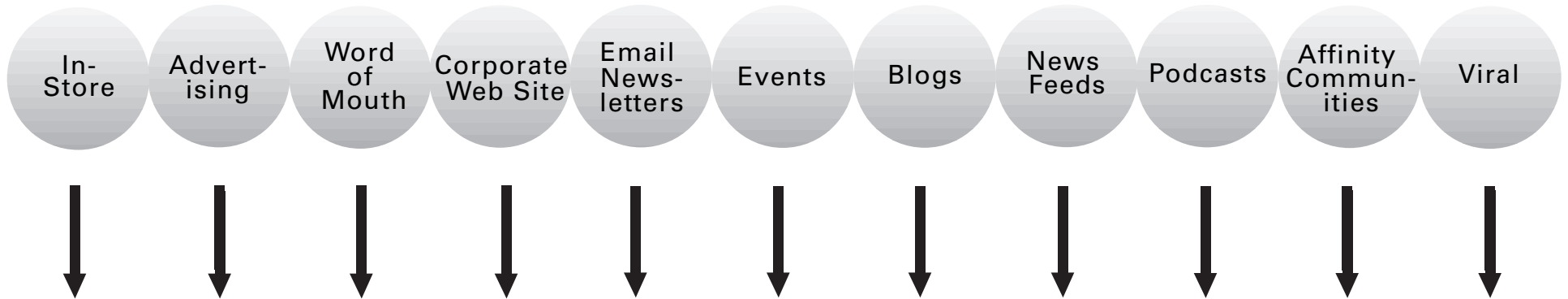
**BIG  CONTACT**

**RELAY SUITE**



# POINTS OF CONTACT BETWEEN YOU AND CONSUMERS

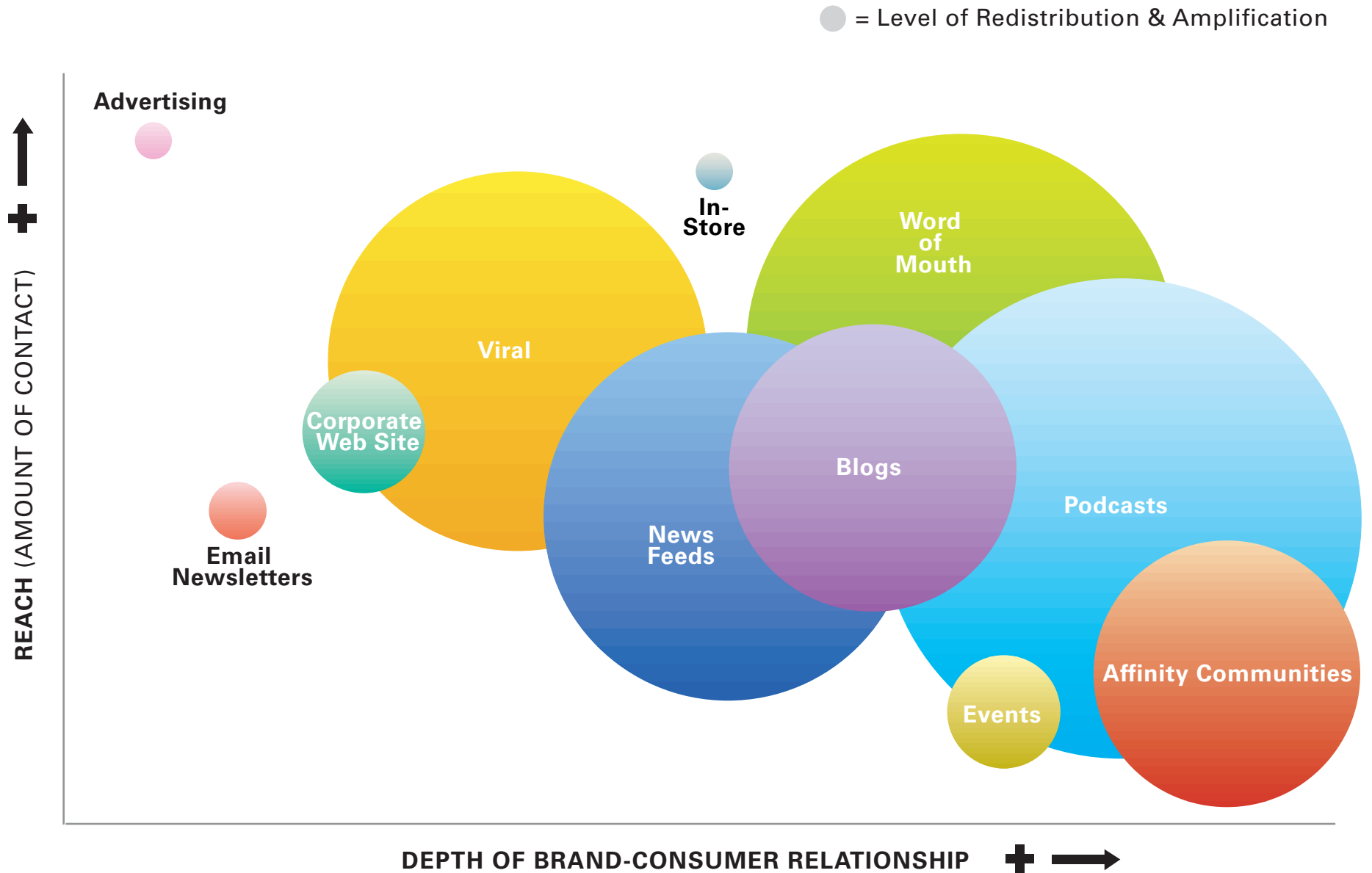
**YOUR MESSAGE**



**CONSUMER**



# EACH METHOD OF CONTACT HAS UNIQUE QUALITIES





# WHAT IS 'CASTING?

## STATIC MESSAGE



- + 'Casting is the act of distributing information (such as through xml feeds) beyond the borders of fixed, closed distribution points
- + This allows other entities greater ability to redistribute and amplify your message to a larger audience
- + This also allows consumers more options in how they consume this available information

## 'CASTED MESSAGE



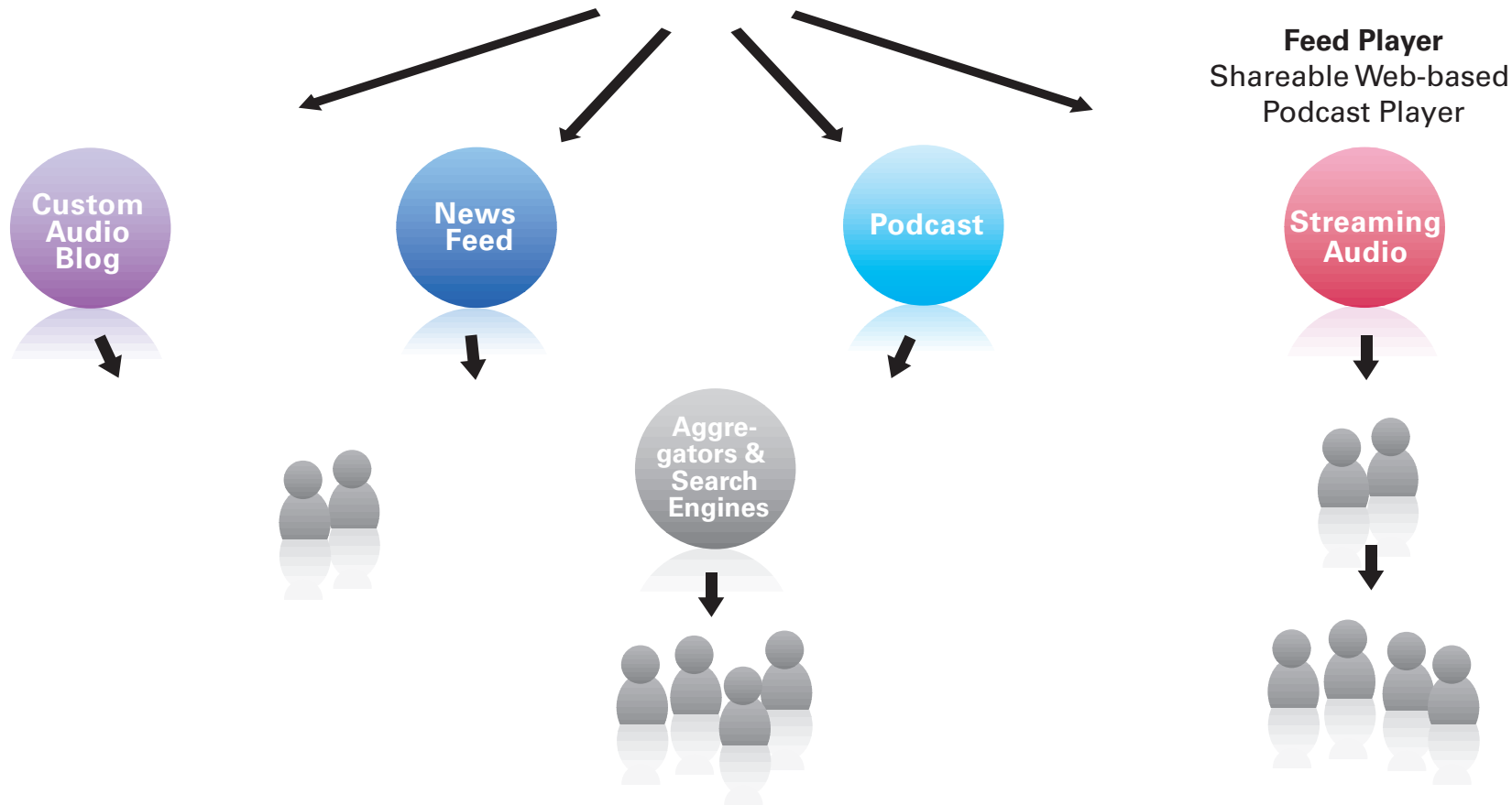


# WHY 'CAST WITH THE BIG CONTACT RELAY SUITE?

## YOUR MESSAGE



- + Big Contact offers as much or as little as you need to get 'casts up and running
- + Big Contact tools were created to easily input information once and automatically publish to multiple distribution methods
- + Big Contact Feed Player is a unique web-based podcast player that lets listeners share & promote your 'cast with others





# BIG CONTACT RELAY SUITE SERVICES

## Content Creation Services

### Content Creation & Production

For organizations who have a message to share and want to communicate directly with consumers but do not wish to create & manage content in-house

## Media Hosting Services

### Custom Media Hosting Services

Hosting solutions that fit your needs, exploit advantages of subscribed distributed media and grow with you as your 'casts become more popular

## MultiCast Publishing Platform

### MultiCast Publishing Platform

An easy to use publishing tool that requires information to be input only once and will automatically publish to multiple distribution methods

## Reporting Platform

### Reporting Platform

Easy to read reporting tool that measures how much contact your information has made via the various distribution methods it has travelled

## Custom Audio Blog

### Custom-Designed Audio Blog

A blog built specifically to highlight audio and podcasts. The high-quality, custom design incorporates your branding message and is easy to modify. Easily integrates into your existing web site or as a standalone web site. Visitors can leave comments

## News Feed

### News Feed

Full-entry feed using industry standard RSS 2.0. Can be consumed by all feed readers

## Podcast

### Podcast

Audio 'casts can be consumed by all podcast aggregators such as Apple's iTunes. Allows for rich show notes. Podcasts will also be featured in the Big Contact Channel Guide

## Streaming Audio

### Feed Player

The Feed Player is the industry-leading, feature-rich, web-based streaming podcast player. Listeners can share this player with others, subscribe to your podcast directly within the player, view show notes, links, and other information you post. Have your own custom version of this player

# THE FEED PLAYER

Big Contact can create a custom version of this highly unique, feature-rich, mobile streaming podcast player for your brand.

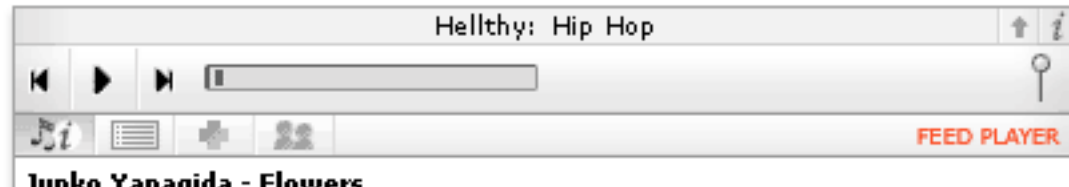


GARAGEBAND

"With a little knowledge, you can post this tiny player directly into the HTML version of a text blog."

- Walt Mossberg

THE WALL STREET JOURNAL



**Junko Yanagida - Flowers**

MP3: [Flowers](#)

Artist: Junko Yanagida [Website](#)

London's Concrete and Clay brings us some creeped-out DJ blending Japanese (and Japanglish) spoken word with classical say Dvorak but I'm a Classical jack-ass) over a simple hip

Junko's Japanese text is darker than her English - and if it would probably sound unbearably overwrought: "If I can forget want to forget everything. If this is my decision I cant blame

... makes me puke. I want to do something. Kill. Damn!" The Japanese are so dramatic with their

Standalone player

Podcast information



INFO

SUBSCRIBE

MADONNA



Show notes

Playlist

Subscribe to podcast

Share podcast

Hellthy: Hip Hop

FEED PLAYER

- Hop Rock - Basic Cable
- Prince Po feat. Jemini and Rell - Hold Da
- varizm and Peanut Butter Wolf - My W
- Dangermouse and Jemini - Ghetto Pop L**
- Masta Kurt and Beastie Boys - Body
- The Alkaholiks - Make Way
- Dangermouse and Jemini - The Only One

English and the flower talk. This is native English-speaker, would probably rock. Wait for that chorus to hit. Call classical music and 3) hip-hop (ha) favorites I've posted here. Content c

Hello

You know the thing where we go to the end and then they say 'wait for all the ends to be made.' AND believe it or not it happens to be the



MENU

Gcast

GET PODCAST

# EXAMPLE 'CASTER

Custom design +  
Featuring your branding

Audio Blog +  
Built specifically to present audio

User Comments +  
Let users interact and participate

Subscribe To Feeds +  
Subscribe to the podcast & news feed

The screenshot shows a website for 'Race Day on Fox Sports Radio'. The main content is a 'RACE DAY RECAP' audio blog post by Rob D'Amico, dated August 21st, 2005. The post includes a description, a 'Comments' section with one comment, and a 'Thanks' section. On the right side, there is a 'Feed Player' with a list of podcast episodes and a 'My Stats' section showing audience and contact data for the past 30 days. The website features the 'FOX SPORTS RADIO' branding and a navigation menu with 'Home' and 'Subscribe To Podcast' options.

+ Feed Player  
Feature-rich, shareable streaming podcast player

+ Reporting Platform  
Measure contact from multiple distribution points

**My Stats**

Monthly Stats | Weekly Stats | Daily Stats

THE PAST 30 DAYS

	Audience (Individuals)	Amount of Contact (Hits)	Contact per Person (Hits/Individual)	How Often (avg contact rate)
<b>Total</b>	<b>24773</b>	<b>169351</b>	<b>5</b>	<b>every 6 days</b>

Contact Via Your RSS Feed By These News Aggregators & Podcast Software:

iTunes	3317	29281	10	every 3 days
NewsGator	2543	20839	8	every 2 days
iPodder	1499	5368	4	every 2 days
iPodderX	634	3920	6	every 2 days
Others	183	25522	136	every 2 days

Contact Via These Other Contact Points:

Your Blog	6571	32087	5	every 10 days
FeedPlayer	6907	32342	6	every 5 days
BigContact.com	3059	19992	7	every 5 days

**In Plain English:**  
A monthly audience of 24773 individuals have read, viewed or heard your creations. These people have made contact a total of about 169351 times. That's about 7 reads, views or listens per individual. These individuals made contact, on average, about every 6 days.



# WHO CAN BENEFIT FROM THE BIG CONTACT RELAY SUITE?

## WHO CAN BENEFIT FROM HAVING BIG CONTACT?

Any company or individual who wants their message to spread via multiple, fast-growing online distribution methods. The types of messages are without limit. Here a few examples:

### **Automotive**

- + Brand Relationships

### **Consumer Brands**

- + Brand-Specific Content

### **Corporate**

- + Share Holder Relations
- + Intra-department Communications

### **Education**

- + Distributed Education
- + Alumni Relations

### **Entertainment**

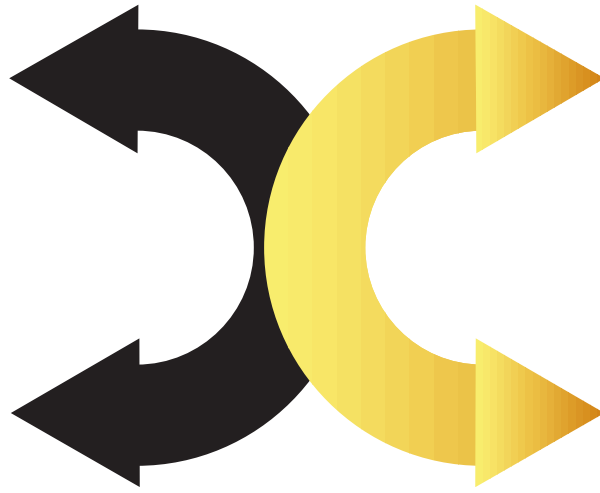
- + Music Promotion
- + Film Promotion
- + TV Promotion
- + Video Game Promotion

### **Publishing**

- + Book Promotion

### **Sports**

- + News
- + Fan Outreach



**BIG  CONTACT**

**RELAY SUITE**

**[www.BigContact.com](http://www.BigContact.com)  
[contact@bigcontact.com](mailto:contact@bigcontact.com)**