

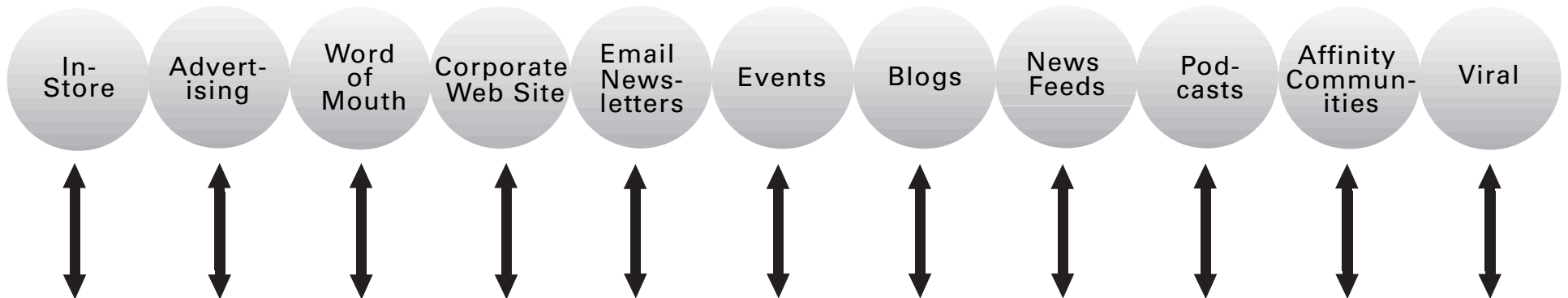
BIG  CONTACT

RELAY SUITE



POINTS OF CONTACT BETWEEN YOU AND CONSUMERS

YOUR MESSAGE



CONSUMERS



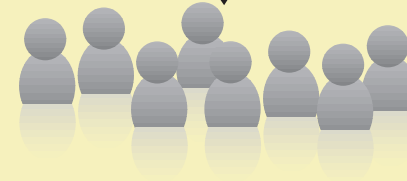
WHAT IS 'CASTING?

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

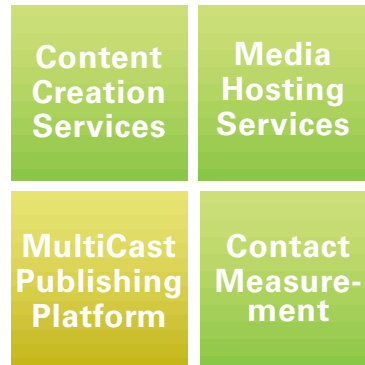
'CASTED MESSAGE



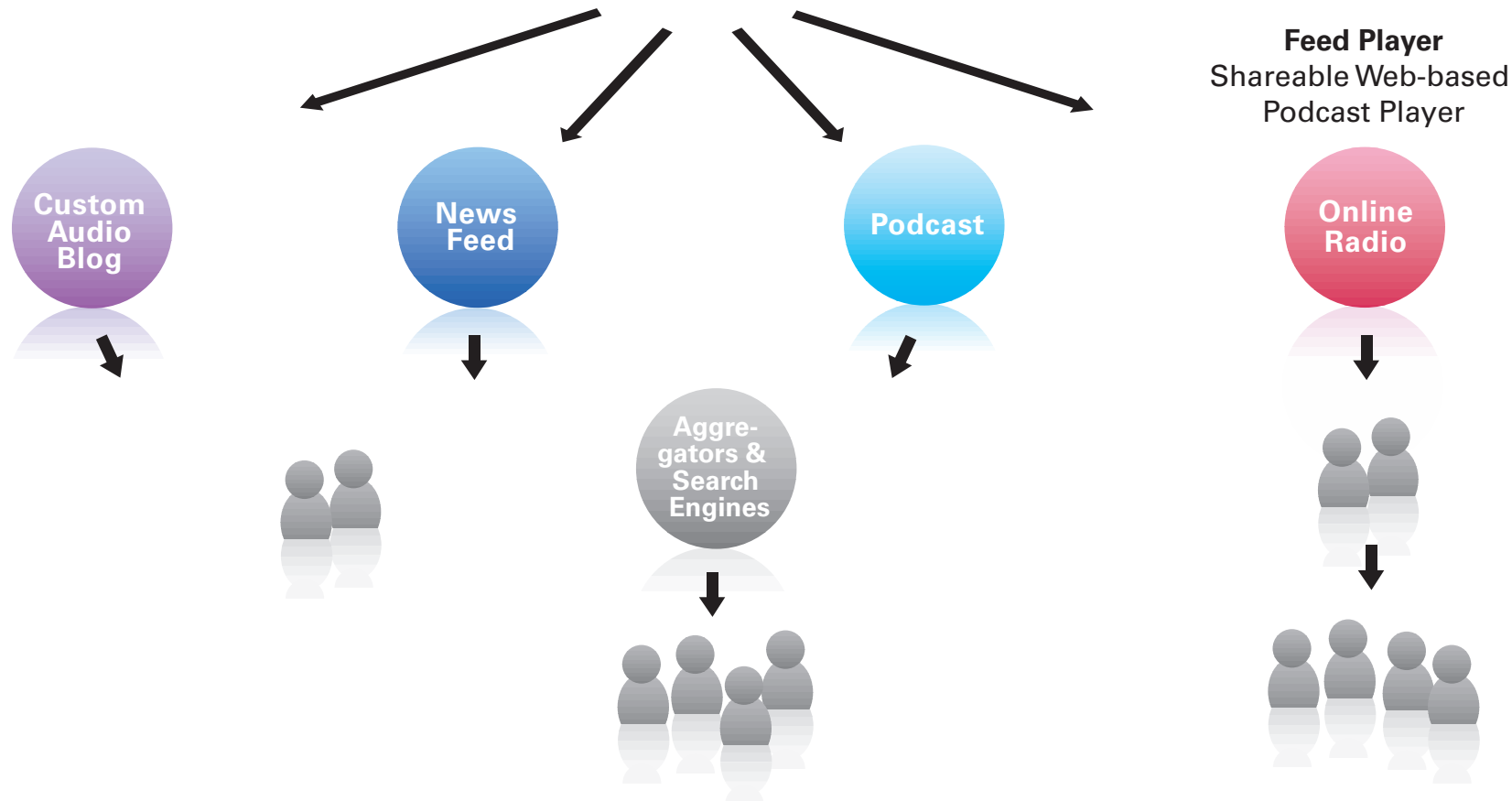


WHY 'CAST WITH BIG CONTACT?

YOUR MESSAGE



- + Big Contact offers everything 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

Online Radio

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

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 displays the 'Race Day on Fox' website interface. At the top, there's a navigation bar with 'Home' and 'Subscribe To Podcast'. The main content area features a 'RACE DAY RECAP' post by Rob D'Amico, including an audio player, a description, and a 'Comments' section with one comment. On the right, there's a 'Feed Player' showing a list of podcast episodes and a 'My Stats' section with a table of audience and contact data.

My Stats

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

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

	Audience (Individuals)	Amount of Contact (Hits)	Contact per Person (Hits/Individual)	How Often (avg contact rate)
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:

	Audience (Individuals)	Amount of Contact (Hits)	Contact per Person (Hits/Individual)	How Often (avg contact rate)
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.

+ Feed Player
Feature-rich, shareable streaming podcast player

+ Reporting Platform
Measure contact from multiple distribution points



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

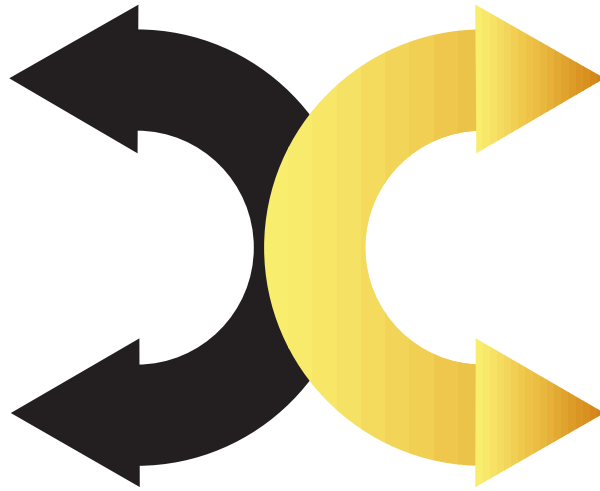
- + Music Promotion
- + Film Promotion
- + TV Promotion
- + Video Game Promotion

Publishing

- + Book Promotion

Sports

- + News
- + Fan Outreach



BIG  CONTACT

RELAY SUITE

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