

Overview

Intrado Studio Broadcasts give you the power to reach by syndicating your content to where your audience is already spending their time. Through one feed, your event or presentation can stream to Studio, social channels such as YouTube and Facebook Live and OTT devices like Roku. The variety of destination options gives clients the ability to bring their content closer to their existing audience, while also growing an organic following and maximizing awareness.



YOUR COMPANY Roku | Options *

Customer Story
Your Company brings you a customer story from one of their leading clients in the industry.

Your Company Videos

Product Releases
Q1 Product Release Q2 Product Release Q3 Product

YOUR COMPANY Virtual Conference
Presented by YOUR COMPANY

VIDEO WILL DRIVE MORE SELF-SERVICE SALES PROCESSES

When you incorporate video into your sales processes, customers get what they want: a frictionless, self-serve experience on their time, and on their terms.

Roku TV

YouTube **facebook.** **Intrado Studio**

Overview

When selecting the appropriate destination for your content, check back with your business goals. Is creating awareness, broadening reach, or building a social community important to you? According to a HubSpot Consumer Behavior Survey, 45% of respondents watch an hour or more of video content on Facebook and YouTube a week. On the other hand, your goals may include hard metrics, branding, engagement and reducing production costs. The key is put your content in front of your consumer and achieve a variety of goals through a single stream.



Intrado Studio

The most engaging broadcast experience, **Intrado Studio brings branded content to life** while collecting attendee data and activity for key insights.



Over the Top (OTT)

51 million US households have OTT devices, like Roku or Apple TV. Great for external and internal audiences, OTT makes your content part of the big picture.



Facebook Live

Build an organic audience and awareness from the Facebook users that watch **eight billion videos a day** and comment **10x more on live videos**.



YouTube Live

Another avenue to drive awareness, YouTube has **billions of views daily** and continues to be the most popular social channel for video content.