



ON24 Webcasting Feature Summary

ON24 is the leading provider of webcast and multimedia communication solutions. The company offers one-stop webcasting solutions for the technology, publishing, healthcare, government, and financial services industries. More than 500 leading companies use ON24 for applications such as lead generation, product launches, sales training, e-learning, continuing education, events, and conferences.

A summary of the ON24 webcasting features is provided below.

- Webcast Types
 - o Live
 - o On-demand / archived
 - o Simulated Live
- Multimedia Options
 - o Streaming audio and video
 - o Synchronized PowerPoint slides
 - o Web and application demos
 - o Document attachments
 - o Telephone conferencing
- Audience Interface
 - o Web-based user interface
 - o No downloads or special plug-ins required
 - o Windows and Real Media formats (multi- and custom bitrate encodings) and Flash support
 - o Custom/branded layout and appearance
 - o "Action" buttons (e.g., to drive users to specific URLs)
 - o Multilingual support for both single- and double-byte languages
- Interactive Features
 - o Question/answer system for Q&A exchange in real-time or via e-mail
 - o Text chat for real-time message exchange
 - o Integrated polling and surveys to pose questions to the audience
- Registration
 - o Custom / branded registration and lobby interface
 - o Configurable questions to capture user profiles (e.g., company, title, etc.)
 - o Auto-registration option for seamless integration with 3rd party systems
 - o Configurable e-mail event reminders
 - o Automated "no show" e-mails directing viewers to the webcast archive



- Third-party billing to collect and manage event fees
- Reporting
 - Web-based reporting to track participants and measure the event success
 - Event metrics include attendee summaries, customer-specific information, user behavior, and time-based attendance
 - Standardized and custom reports
 - "Referrer" reports to track registrants and leads by URL placement (provides ability to evaluate marketing campaigns)
 - Data export available in multiple formats
- Web-based Presenter Interface
 - Event Manager console for scheduling and configuring webcast events
 - Presentation Manager "dash board" to control the slide delivery and interactive features (e.g., Q&A, text chat, etc.)
- Integration Adapters
 - Automated event registration for viewers who access webcasts via e-mail
 - Ability to store webcast-generated leads in CRM/SFA with other sales and contact information
 - Link the ON24 registration process with 3rd party authentication systems for username / password validation
 - Allow user profiles to be bulk uploaded into or integrated seamlessly with the ON24 registration system
- Security Features
 - Domain blocking: Attempts to access events from pre-specified domains can be blocked.
 - Passwords: User passwords – encrypted and protected through standard security protocols – can be required to access the webcast events.
 - Referral security: Access to events can be restricted to links from specified website domains (for example, within an intranet).
 - Attack Prevention: Industry standard security measures are in place to protect against attacks on its media servers serving the streams.
- Webcasting Services
 - In-house professional services and creative teams that provide "turn-key" webcasting solutions and event management
 - Event webcast archival and CD duplication
 - Transcription services, either integrated into the user interface or available as a separate downloadable file