

The webcasting platform for investor relations

# enterprise media studio

## servecast

Webcasting of results announcements is now established as an essential element of the investor relations mix, with over 70% of listed companies now using webcasting.

### key features

Wizard driven content creation

Live and on demand events

Add polls, feedback forms and downloads

Create registration pages

Encryption and digital rights management

Detailed reporting and profiling

Advanced content management

Intranet and internet delivery

Authenticate against enterprise domain controllers

Event scheduling and e-mail notification

End user catalogue

**Consistent execution of value strategy**

Premium brands growing share of BK total volumes

Year	Share (%)
F99	17.3
F00	18.7
F01	20.5
F02	22.3
F03	24.1

Premium brands growing share (Off Trade Market Shares F03)

Category	Brand	Share (%)	Change
Premium	Kronenbourg 1 664	9.2%	+0.3%pts
	BK Total	10.2%	+0.6%pts
Mainstream	Kronenbourg	24.6%	-0.1 %pts
	BK Total	13.1%	-1.1%pts

Source: Internal | Source: Nielsen | 1 July, 2003

Servecast is the leader in the provision of webcasting services to UK and Irish listed companies, with an unrivalled track record of reliability and quality.

Now, with Enterprise Media Studio, we provide the tools for investor relations professionals to use webcasting to deliver more frequent market updates, announcements and ad hoc communications, without the need to engage third party service providers.

By combining Enterprise Media Studio with our full service offering for results announcements, you can ensure that your message is delivered consistently and effectively to your investors throughout the year.

### Create webcasts in-house using Enterprise Media Studio

Incorporating the intuitive authoring tools of Microsoft Producer, Enterprise Media Studio enables you to build professional webcasts by capturing audio visual material, synchronising with PowerPoint slides and graphics and then adding interactive elements such as polls or feedback forms.

This enables you to increase the frequency with which you communicate with your investors without the additional costs of engaging third party service providers for each event and ensures that urgent announcements can be made without any notice.

### Added value features enhance your broadcast

Whether you choose Enterprise Media Studio or our full service solution, or both, you can take advantage of a number of added value features such as;

- Online polls
- Event scheduling within Microsoft Outlook
- Feedback forms
- Slide search facility
- Registration pages
- Telephone dial-in facility
- End user catalogue of previous webcasts
- Audience profiling
- E-mail comment facility

## contact

For more information, contact us at:

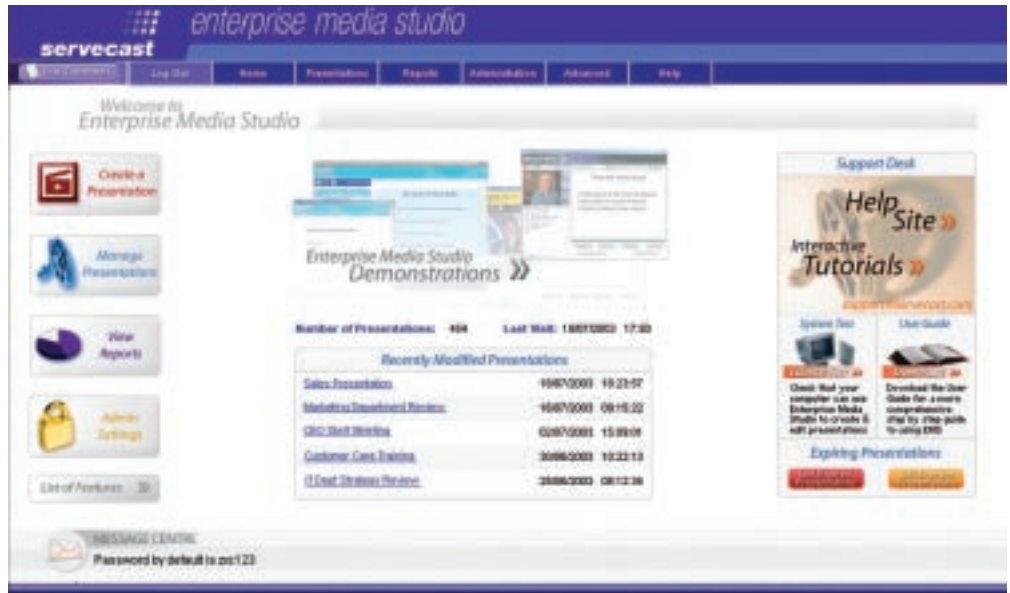
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We now also offer you the option of simultaneously broadcasting your event on the Sky Digital platform, using our dedicated channel.

### Internal delivery to reach your staff

As well as reaching your investors, it is essential that staff have access to the latest information regarding your company's performance and strategy. However, with traditional webcast solutions, bandwidth bottlenecks often prevent you from reaching your staff desktops. Our unique internal delivery solution overcomes this issue and allows you to broadcast events over your intranet without any bandwidth concerns.

### Confidentiality assured through advanced security features

Occasionally, you may wish to communicate confidentially with certain user groups such as banks or bondholders. Our proprietary security functionality ensures that your materials are only viewed by the intended audience at the intended

time. This is achieved through comprehensive Digital Rights Management and encryption functionality within the platform, which can plug into your in-house authentication systems.

### Detailed audience profiling

Our online audience profiling functionality allows you to gather valuable information about your investors and other audience members. You have direct online access to comprehensive statistics on the identity of your audience, their length of viewing, details of their poll votes and their detailed feedback.

