

Wedding Webcasting

The Business Case for Installing a WeddingStreams Webcasting System in Your Wedding Venue.

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What is Webcasting

Webcasting is the transmission of **Live** video on a website. It allows people to take part in events that they can't be physically present at, as they happen. The key difference between webcasting and other online video is that webcasting is LIVE.

What Features Does the WeddingStreams System Offer

Our webcasting system has been designed specifically for registry offices and wedding venues.

Personalised website: Each wedding webcast on our system is presented on a personalised website for the couple. This is automatically generated by the system.

Password Protection: Access to each webcasts is protected by a password given to the Bride and Groom for them to use as an "invite" for friends and family they want to share their wedding with.

Excellent Quality Video and Audio: The video is comparable to VHS quality and allows viewers to see all the details of the wedding. It can be viewed in full screen mode.

Video Telegrams: Invited guests can use their webcam to record a video telegram which is stored on the couple's personal website and can be played back at the reception or in private for 7 days after the wedding. It shows the couple that their friends have been able to share and enjoy their wedding.

Archive: The live webcast and the video telegrams are stored online for 1 week after the wedding so anyone that missed it live, and the couple can also watch it back. The couple can choose to have the website stay active indefinitely, or to have the webcast mailed to them on DVD.

Guestbook: The webcast website also includes a guestbook where guests can write messages and at the end of the 7 days the messages are automatically emailed to the couple on behalf of the venue.

Branding: The WeddingStreams system is a "white label" service and appears to the couple as the venue's own service. A link to the venue's website is included in the webcast website, promoting the venue to online viewers. The website URL where guests watch the wedding will be of the form www.your-company-name.weddingstreams.co.uk

Wedding Chatroom: The couple can choose to add a chatroom feature to the wedding webcast so online guests can share their thoughts and feelings during the wedding.

Easy to use: The system has been designed for non-technical people to use. The video format is the same as that used by the BBC iPlayer and requires no special software or expertise to watch. Wedding venue staff can comfortably use the system after a 20minutes training session.

Sales and Promotion: We can provide you with literature and create your very own demonstration website so you can show couples how their wedding will look to online guests.

Universal: The webcast website is appropriate for civil partnerships and weddings of all creeds.

A sample website showing all these features can be seen at www.your-company-name.weddingstreams.co.uk/demo

The Business Case for Installing a System

Webcasting is offered as an extra service which couples can choose to add-on to the package of services they want. A typical retail price can be between £50-£100 per webcast. Venues are free to set a price which they feel is appropriate for the service being offered in their venue.

Costs to a registry office are a one-off installation and a usage fee. Installation is offered at cost price and is typically between £1000 - £2000. There is also a usage fee charged for each webcast, as a percentage of the retail price. Venues with high volumes of webcasting can claim a discount on the usage fee.

For a typical case **the system is fully paid for after about 30 webcasts**, and then continues to generate income. Offering the unique service also creates business which might otherwise go elsewhere.

Gauging the Demand with our Portable System

As well as installing systems, we also operate a portable service. We can webcast from any venue autonomously (without the need for mains power or internet access). To allow venues to gauge the level of demand for the service we can provide sales material promoting our portable webcasting service to venues. This allows the venues to measure the demand and see the system in operation.

A significant drawback of the portable system is that the retail price is typically around £250-£500, much higher than the price of a webcast from an installed system, and this may dampen some of the demand, but by discussing this service with couples, venue managers can gauge the demand, which in turn allows them to gauge the payback time for an installed system.

Installation

Equipment

The equipment we install includes camera, microphone and webcasting processor. We can also provide an internet connection for dedicated use with the system. We are able to install all mains power sockets where necessary and all installations are carried out by certified electricians.

Training and Support

Included with the installation is training for staff that will use the system. This is a 1 hour course with certification and is designed for non-technical staff. Ongoing support is provided by a 7-days-a-week support phone line and a regular maintenance visits.

Action

Please contact Andy Pag at WeddingStreams to arrange a site visit. During the site visit we can:

- Demonstrate the system and how easy it is to operated.
- Provide you with sales literature so you can offer our portable service to gauge interest.
- Assess the installation costs accurately.

This will enable you to make an informed decision on the viability of installing a system.