



an overview of WEB CASTING

What Is A Web Cast?

A web cast is the distribution of audio, video or multimedia content via any combination of the internet and corporate computer networks.

A web cast enables viewers to watch, and listen, to any form of event, at a time and location that is individually convenient to them.

How a Web Cast Works

Video or audio content is recorded, encoded/compressed and sent via a phone/data line to a server belonging to the web cast provider.

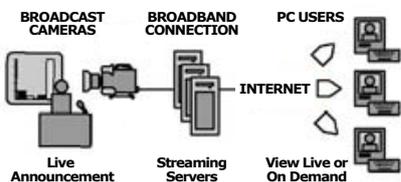
The server, connected to the internet, transmits the data to viewers who access it using an application such as Windows Media Player or Real Player.

To watch and listen to the web cast, viewers require any device with modem and multimedia capability (speakers & video card), and access to the internet.

The application will start playing the streamed video or audio as soon as enough data has been received and stored in the buffer of the viewer's PC.

A streamed file is simultaneously downloaded and viewed, without leaving a permanent file on the viewer's PC.

Viewing a web cast is similar to watching TV. However, it also offers the opportunity for additional relevant information to be viewed concurrently, such as a synchronised multimedia presentation which may be PowerPoint.



Video and/or audio is first captured live or can be recorded, and is then digitised for streaming as a web cast, integrated with supporting data if required.

Why Use Web Casting?

The vast majority of companies listed on main boards, like NYSE, FTSE and ASX, use web casting as an integral part of their regulatory meetings e.g. AGMs.

The use of web casting is increasing rapidly in 'non regulatory' areas such as analyst briefing and corporate announcements.

Its use is expected to increase exponentially as the various regulatory authorities demand even more transparency and simultaneous disclosure from company management and directors.

Equity raisings, internal corporate communication and crisis management are areas which are gaining traction for a variety of reasons including cost and the ability to communicate to a large audience on a frequent basis on specific topics.

Which Events Can Be Web Cast?

Web casting offers companies the opportunity to provide live coverage of events such as:

- * Annual general meetings
- * Results announcements
- * Investor and analyst briefings
- * Investor road-shows
- * Capital raisings

Web casting allows the information to be viewed by institutional investors, fund managers, analysts, financial advisors, investors and journalists, wherever they are around the World.

Web casting is not limited to external and investor relations communications. It is an effective way of communication with employees on a regular basis, or during times when large numbers of messages need to be communicated quickly to a large group of people.

The Benefits of Web Casting

Web casting is a very effective means of reaching people with almost any type of message. It is very cost competitive when compared to other means of interaction allowing more frequent and more ad-hoc communication.

If required, messages can be recorded and distributed almost immediately making it a very valuable way of responding to crises and other unforeseen events. The use of the web as a distribution mechanism means the viewer watches at a time and location that is convenient.

It is cost effective as production costs need not be nearly as high as the traditional media and distribution costs are limited to the uploading of the content to the web or network. Once uploaded the content can be made available for whatever period is determined appropriate.



MULTIMEDIA BUSINESS SOLUTIONS

Beach Hut Media
 17/1 Chaplin Drive
 Lane Cove 2066 Australia
 Ph: +61 2 9420 0905
 Fax: +61 2 9420 0915
 Web: www.beachhutmedia.com.au