



# starStreamers

Video Streaming for Your Stars!

[Date]

## Studio Showcases

Enhance the studio showcase experience of your students and families through the use of LIVE streaming video, while expanding the online presence of your studio.

## Competitions

LIVE streaming coverage of your competition, an additional benefit to competitors and expand the online exposure of your competition to increase participation

## Advertisers

Advertise through starStreamers to reach an extremely valued and qualified target audience during live competitive events.

## Live Video Streaming for your Studio or Competition

It is a fact: Streaming video and other social networking capabilities are becoming a must-have component for your competition or studio.

### Your situation today:

- You see social network use of video and interaction as a new and valuable tool for learning and teaching
- The use of social media video is becoming an expected part of your business
- You have the desire to use social media video to grow your online presence
- You want to use social media video to grow your business



### But your dilemma:

- You run a competition and/or studio, you are not a computer expert
- You want to maximize your online presence, not a third party website or company
- You want to have total control over access to your studio showcase or competition
- You want the best web presence and quality at the lowest cost

### What are your options?



## Powered by Watershed

Watershed is the private label version of Ustream's proven and chosen Flash-based live, interactive broadcasting platform. Ustream's technology has powered live broadcasting for Barack Obama's campaign website as well as for numerous others. Watershed provides the capability to broadcast live on the Internet using a fully customizable player with a variety of different features and options including chat, privacy, and analytics. Using Watershed, you can build genuine communities and relationships around a shared online experience.

## Go it alone

If you are lucky enough to be computer savvy you can create something. It is your time.. And money.

## Use basic online services

Sites like UTube and UStream transfer control of your web presence to their third party site, which dilutes your web presence and lessens your control and quality. Additionally, you are still doing most of this on your own... and run the risk of poor quality and bad experiences, which will diminish the value of these new capabilities for your audience. If controlled access to your showcase is desired, you cannot control basic streaming sites.

## Use Custom Streaming Development

You can work with sites and companies that offer custom solutions, such as Fliqz or OnStream, but you do not have the revenue potential or usage model that supports a custom package that costs you hundreds to thousands of dollars a month.

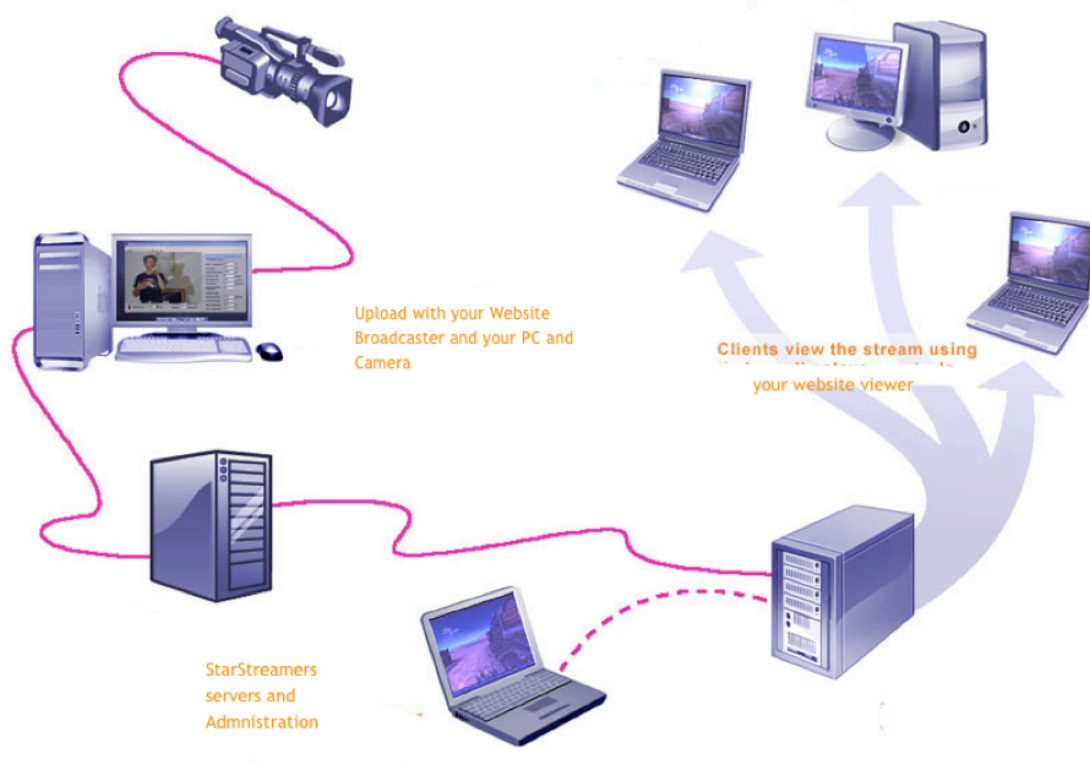
## We have the alternative...

As video becomes a must-have component your competition or studio, StarStreamers offers an affordable plug-and-play solution that provides this exciting and useful service in a cost-effective fashion. The StarStreamers platform, based upon Watershed technology, enables you to effortlessly integrate a customized online video solution through your site at a fraction of the cost and complexity.

Our StarStreamers service provides seamless integration and customization to your site, eliminates the barriers to online video by removing the complexity associated with both website implementation and deployment, and ensures that there is no code to develop, no infrastructure to own, and no software to maintain.

## How starStreamers Works:

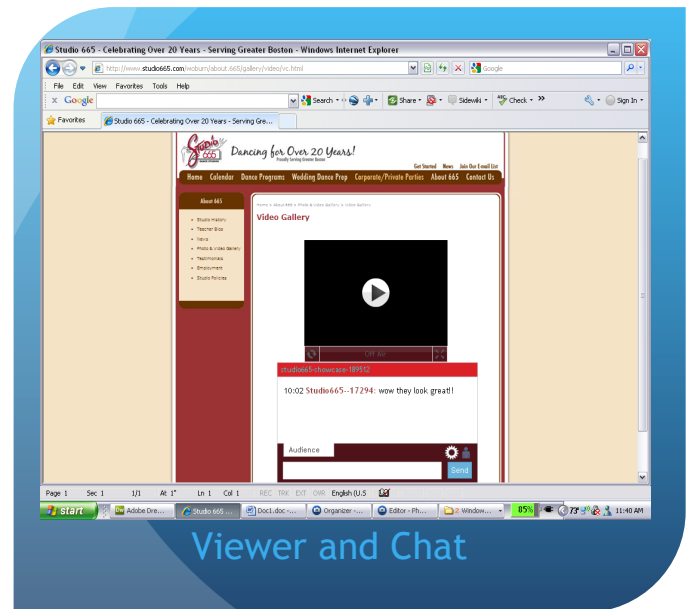
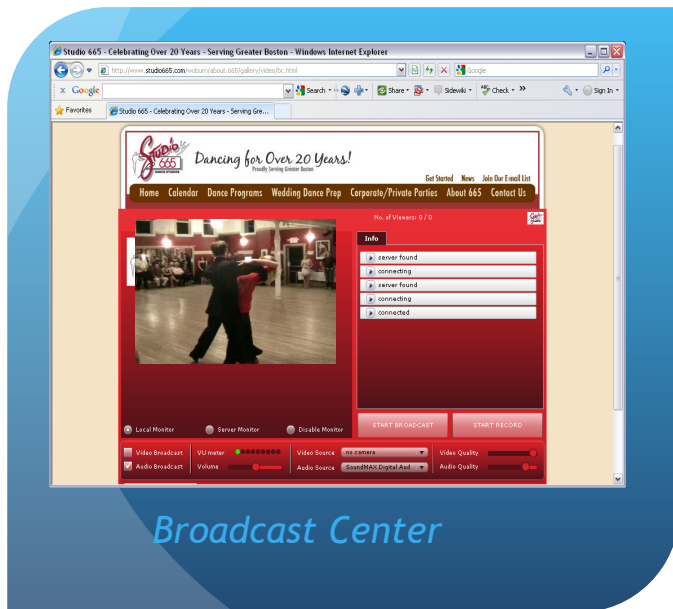
StarStreamers provides **your** website the ability to broadcast and have people come to **your** website to view your event.



All you need is a Camera and an Internet connected computer!



starStreamers provides your website with two capabilities: A Broadcast Center and a Viewer



## Streaming Video Advertising

StarStreamers also offers a combined solution that will allow you to increase your revenue through online advertising. Our platform offers easy integration with a targeted ad server so you can be assured that your campaign is reaching the most interested prospects - competitors and students. We have created a hassle-free approach to integration with our ad-server, offering a cost-efficient way to easily target your audience. StarStreamers provides a complete solution that enables you to reach a highly qualified target audience with the right ad at the right time. Our platform supports the standard ad formats, giving you the ability to deploy campaigns quickly.

## Packages:

### Competition package:

\$499 initial cost - set up into your website, incorporating your website look and feel. Access control of custom viewer if desired as an option. Unlimited number of views and viewers during your competition. Includes banner advertising for your competition on our targeted ad server during other events.

\$399 per year maintenance and support - updates and yearly subscription for you competition banner ads

### Studio/showcase Package

\$399 initial cost - - set up into your website, incorporating your website look and feel. Access control of customized viewer if desired. Up to 4 showcases a year.

\$199 per year maintenance and support



## Advertiser Sponsorship Packages

Reach people when they are actively looking at showcases and competitions, a highly specialized and qualified target, and send those visitors directly to what you are offering. With the Sponsorship Package, you will save money for your advertising budget and effectively reach a treasured targeted audience!

**Option #1:** *12 Month Banner Ad Placement (Full Banner)*

12 Month Banner (468 x 60)

\$999

**Option #2:** *12 Month Banner Ad Placement (Left Side Skyscraper)*

12 Month Banner Ad (160 x 600)

\$749

**Option #3:** *12 Month Banner Ad Placement (Large Rectangle on Right)*

12 Month Banner Ad (180 X 150)

\$499

For more information on starStreamers :  
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