Evening Presentation Notice

Date: Tuesday, April 26th 2011
Time: 19:00
Location: Société Radio-Canada, 1400 Blvd René Lévesque East
Parking via Papineau entrance (parking fee apply)
Rendez-vous at the main lobby

Subjects: Radio-Canada TOU.TV WEB Site and Connecting on line with your audience

This SMPTE presentation is twofold:

Radio-Canada TOU.TV WEB Site

Guest speaker: Martin Delisle, Director, Internet Digital Services, Radio-Canada

TOU.TV is an entertainment web-tv based on video on demand presented by Radio-Canada as well as over 20 associated broadcasters and producers. It is the largest French entertainment web-tv in Canada
In this presentation, we will describe what is TOU.TV and we will look over the planning of its launch. We will also cover the following:

- On line Constraints and solutions used
- Encoding and workflow
- Mobile services considerations
- What’s Next !!!

Connecting “on-line” with your audience

Guest speaker: Pierre Louis Landry, Landry Solutions

Web 2.0 and social networks made it possible to the audience to interact and participate with the programming contents. Whether it is a new experience on the web or to connect with boards, forums, social networks or mobility, access to media content is getting more and more interactive. We'll have an overall look at emergent behavior and statistics. We will have a look at business practices as well as media that are targeting a customer centered approach and how to build up recognition. Also, how to integrate Web strategies into business models.

This presentation will look into strategies used to increase web pages visibility. Television programming will be used to show connectivity with web sites and social networks.

Version Française sur document séparé
http://www.smpte.org/sections/montreal/home/

NOTICE-NOTICE-NOTICE

PRESENTATION OPEN TO ALL

PLEASE POST... PLEASE POST... PLEASE POST