



Newscast Video

newscast understands today's complex and dynamic media environment.

Reach digital video consumers via mobile, online, out-of-home and on television with **newscast** video. Multimedia is essential to any publicity campaign, and our staff of award-winning production experts understand the unique demands of these different platforms. We create compelling stories to reach your viewers, wherever they may be.

newscast maintains long-standing relationships with the media, which translates into outstanding results for our clients. We also have the resources and expertise to accommodate tight production deadlines, complex distribution demands and onsite editing — saving you valuable time and satisfying your budget.

Let **newscast** manage your technology challenges, from seamlessly hosting web video to ensuring full compatibility and search engine optimization.

newscast video can be converted to any format for use in corporate videos, national & local television news programs, websites, DVD's, mobile, out-of-home and outdoor media platforms.

The explosive growth of web video has paved the way to reach consumers through advanced media platforms, as well as traditional media.

At newscast, we create powerful stories and video images — images with impact.



Images with Impact

- Create and distribute video for viral and social media marketing initiatives
- Broadcast your video on popular public websites such as YouTube, Google Video, Yahoo Video and dozens of other user-generated sites
- Complement your press release distribution with links to video to convey your story visually
- Stream live video from a press conference or corporate event and archive highlights on the web
- Provide print media outlets with video to support their online businesses
- Leverage your web video assets to reach the rapidly expanding mobile media market
- Distribute b-roll to television news programs and their associated websites

What Our Clients Say

“A video by **newscast** of one of our luxury resorts gave us a great PR tool and gave the client a great video for their website. The **newscast** team perfectly captured the look and feel of the property. ”

—Jennifer Hawkins, President,
Hawkins International Public Relations

“We had to introduce our client to the U.S. market and the video done by **newscast** was a great way to present him to both journalists and his potential clients.”

—Shannon Wilkinson, President,
Cultural Communications



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