

# Audio & Video Specialist

Expert government media distribution



## Fast Facts

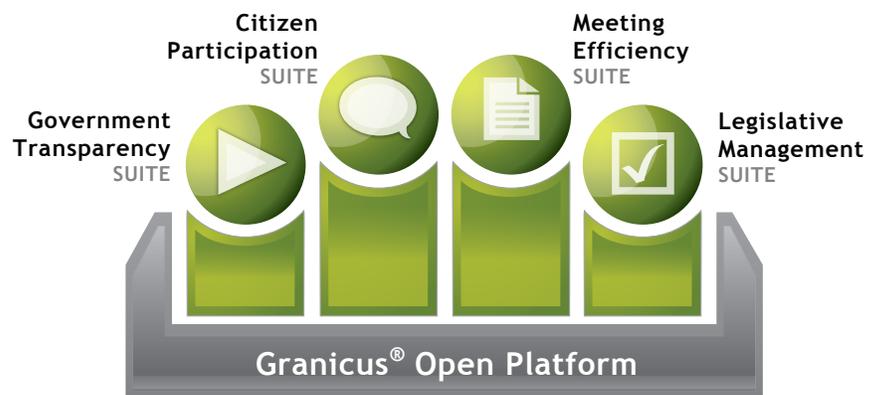
- 1,200+ government audio, video, and media experts use Granicus
- Serving 5,000+ government video portals
- Granicus has delivered 140+ million government webcasts

## How can you benefit?

Online video is quickly becoming one of the most effective ways for government to involve citizens in public meetings, events, and other community programs. As viewership demands grow, broadcast media professionals need to be prepared to reach the broadest possible audience: online, over mobile devices, social networks, and cable TV. Managing multiple technologies and platforms can be extremely complex, cumbersome, and expensive. Granicus simplifies this process with a low cost, high performance webcasting solution designed exclusively for government content.

“Webcasting government meetings has had a profound effect on many local governments. The more involved the citizens are, the better the city runs.”

- Bill Mallet  
Web Communications Coordinator  
City of Sarasota, FL



## Benefits



### Build a powerful video library.

Media professionals are increasingly looking to offer a high-powered online video library for citizens to access government content whenever they want live and on-demand. Whether it's council meetings, events, or other originally produced community programs, Granicus enables you to easily stream video through a compelling media library located centrally on your website. We even configure the design and functionality to meet your user experience and branding goals.



### Maximize the reach of your content.

With Granicus, you can reach viewers on mobile devices like the iPad, iPhone, or Android, as well as across any computer and internet browser. Users can play video in Flash, H.264, HTML5, and Windows Media. They can also download audio and video directly from your video library. Additionally, we make sharing video segments to any social network, blog, or website is extremely easy with our built-in video clip, share, and embed features.



### Automate media management.

Granicus enables A/V professionals to focus their time and resources on producing the highest quality video content, instead of managing webcasts. Our comprehensive media management tools completely automate the process of encoding, publishing, and distributing your webcasts from start to finish. With a few simple clicks you can control when and where your webcasts are published online and how they will look to your end-users. Video indexing can also occur in real-time to ensure your content is ready for publishing and promotion immediately following the event!



### Premier content storage and delivery for a low cost.

Government agencies require exceptional speed and reliability when delivering information to the public. This means, online video needs to be highly available and secure. Because Granicus offers a cloud-based webcasting solution, you can

deliver unparalleled video performance without draining your limited budget and resources. For a low monthly subscription cost, you get unlimited bandwidth, permanent storage, backups, systems monitoring, and dedicated support to ensure you're maximizing the performance of your webcasts.



### Enterprise-class webcasting performance.

Regardless of the amount of traffic you're driving to your online videos, your viewing experience should remain consistent. Granicus provides an enterprise-class streaming solution that includes onsite storage and distribution to optimize webcasting performance for organizations that receive high volumes of traffic to their content from inside their network. By synchronizing with our cloud-based servers, this on-premise software automatically and intelligently distributes content to unlimited internal and external viewers while minimally impacting your internet connection.

## Recommended Solutions for A/V



### Open Platform

Streaming video management platform, unlimited hosting, monitoring, backup & storage



### Government Transparency Suite

Online tools for open government broadcasting, research, powerful reporting, iPad & mobile media

### Performance Accelerator

Optimizes the delivery of your streaming content with onsite storage and distribution

## Recommended Professional Services



On Location Webcasting Services



Outsourced Video Indexing



Transcription Services