



Cost-Effective Streaming and Web Conferencing

Purpose of Exercise: This exercise will help you determine both your streaming needs and your web meeting and web conferencing needs. Given these needs, it will guide you through some ideas as to how to go about choosing a vendor and give you example cost calculations.

Multimedia Streaming Needs

As marketing audiences get more accustomed to flash and rich media communications, the demand on marketers to integrate multimedia streaming into their mix will climb. Analysts predict rich media usage will grow from 9% to 30% in 2003. To determine your streaming needs, answer the following questions:

1. Check the application below where you want to add multimedia streaming.

	Audio	Audio Video	Audio Slides	Audio Video/Slides
a. Sales Training:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. MM PR Releases:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Internal Communications:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. External Website:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Scheduled Web Conferences:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Technical Support:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Customer Training:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. To get an idea of cost, we'll assume that you don't want to maintain your own streaming network and that the formal presentation portion of the web conference is pre-recorded. Estimate the range of minutes/month each area will use and total: ____ - ____ min/mo. Figure out the maximum amount of viewers at any one time you'd anticipate. Look up the price/month on the matrix below and put here: _____. Is this a monthly cost you can afford? If not, pick a monthly cost you desire and go back and prioritize application usage. For vendor selection ideas, contact Bellandi Group.

Monthly Minutes Package Pricing	10 Viewers Max	25 Viewers Max	100 Viewers Max	150 Viewers Max	250 Viewers Max	500 Viewers Max	1000 Viewers Max
Package A (\$325/mo)	300 min						
Package B (\$650/mo)	600 min	240 min					
Package C (\$1250/mo)	1,500 min	600 min	150 min				
Package D (\$1875/mo)	2,250 min	900 min	225 min	150 min			
Package E (\$2500/mo)	6,000 min	2400 min	600 min	400 min	240 min		
Package F (\$3125/mo)	9,000 min	3600 min	900 min	600 min	360 min	180 min	
Package G (\$6250/mo)	30,000 min	12,000 min	3000 min	2,000 min	1,200 min	600 min	300 min



Interactive Web Conferencing and Web Meetings

To estimate costs were full interaction for either web conferencing or web meetings is required, you can use a per usage model or a monthly fee model.

1. Per usage model: As a rough estimate on a per usage basis, use 40 cents per minute per viewer. So for a one hour web meeting with 100 people, the cost would be $.40 \times 100 \times 60$, or \$2400.
2. Monthly fee model: As a rough estimate on a monthly fee model, use \$100/person for a 5 person meeting, or as low as \$75/person for a 100 person meeting. This would equate to \$7500 per month for unlimited meetings and web conferences provided the total participants never goes higher than 100 people. This cost continues to climb downward for large seat deals, especially where a yearly contract is signed. Depending on how many meetings you need, a per usage model or a monthly model may be more economical.
3. Contact Bellandi Group for vendor suggestions.

Full Service Web Conferencing

The cost estimates above are based only on access to the streaming network and any ASP or installed software. No services are provided for event co-ordination, video or audio recording, slide/graphic preparation, etc. If these types of services are required, a full service vendor is needed. These types of services are often sought out on web conferences to customers where a high degree of professionalism is desired and the budget is available. The costs on these types of events typically run \$10k—\$20k per event, depending on the vendor and the services required.

For some examples, you can go to the Yahoo Broadcast Services site and use the ROI tools provided to give you some first pass estimates on the cost savings of doing webcast events versus live events. For absolute cost estimates, you'll have to get them directly from the vendor.