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TAKING TECH TO THE CORPORATE EXEC NightGlass Offers Podcasting for Businesses

ATLANTA, Georgia. April 4, 2006 –NightGlass Media Group recently added a Podcasting offer to its overall digital media production menu. The new service will provide clients with a turnkey product from script to screen, including the legwork involved in getting the “cast” onto Apple’s i-tunes.

“Apple sold 30 million i-pods in 2005, 14 million in the 4th Quarter alone. Electronics manufacturers are developing similar devices and cell phones continue to evolve into more of a mobile “info-tainment” product,” said Matt Gore, President of the NightGlass Media Group. “People love the convenience of mobile media, whether it’s for business or pleasure. Think of the countless, unproductive hours that employees spend on planes or in hotel rooms. What a great way for the training department or the boss to stay in front the troops. For the marketing team, once a prospect or client subscribes to the podcast, your top of mind position will increase considerably.”

Although the name Podcast calls to mind the Apple Computer, its distribution is not limited to that world alone. It’s more like having a television or radio station at your disposal. Any audio or video content can be created and then distributed to any computer that is connected to the internet via an RSS stream (Really Simple Syndication). RSS streams can be designed to hit your subscribed audience any time you add new content. “The beauty of offering your cast on i-tunes is that it is easily loaded onto an i-pod for simple mobile consumption, plus if your message is more entertaining, it may end up making the Top 100 and getting you national exposure, but you don’t have to take that route.”

Podcasts can be either audio or video. Production costs will vary depending on which one you choose, either audio or video, and just how sophisticated you get. “Audio and video are simply better ways to communicate. That’s why we spend millions of dollars on televisions and radios every year. In the past, the costs have been too high for most businesses,” said Gore. “Currently our Podcast, The GlassCast, is offered in audio and video versions, episode one is about 13 minutes and took us three hours to shoot, from start to finish. Post-production took about a day or so. Once the video version was edited, we simply stripped off the video, and that became our audio version. All in all, if we were producing this for a client, it would have cost about \$2,400 – \$3,000. If you take into account that a :30 second TV commercial costs thousands of dollars more, this price is very competitive, and you get two versions.”

Podcasting can increase the reach of any department within a corporation that needs to communicate to an audience. “I see this improving just about any area of corporate communications,” said Gore. “Marketing is obvious, but what about training, news on product updates or product releases, new software processes, anything an employee needs to learn, what a great avenue for investor relations to reach stock holders and it’s perfect for public relations.”

For the basics of Podcasting, go to: <http://www.nightglass.com/podcasting/101.html>