



## ViodiTV Sponsorship Opportunities

### Overview

ViodiTV is the channel for news on local content, IPTV and other topics associated with independent telcos and their adoption of video.

Become a sponsor of ViodiTV and reach over 3,500 industry professionals and over 34,000 visitors per month through Viodi's web sites. ViodiTV offers sponsors a unique way to expose their messages to the owners and general managers of hundreds of independent telephone and cable companies.



### ViodiTV General Offering

ViodiTV programming is shown during conferences, on the hotel television channel (when available), and on-line at [www.viodi.tv](http://www.viodi.tv). The online site, [www.viodi.tv](http://www.viodi.tv), provides exposure to the sponsor long after a particular event. The sponsor logo and associated web linkage is included next to the video player programming, while content from the sponsor is included as a commercial within the coverage.

The [Viodi View](#) Newsletter promotes ViodiTV and the sponsor prior to and after the event. Sponsors get wide exposure through the Viodi View. With distribution to most of the 1,000 independent telcos, as well as professionals from larger U.S. and international telecom and cable carriers, the Viodi View is a biweekly online newsletter that focuses on the challenges faced by independent telcos as they move into the video business.

The following table provides general guidelines to the benefits of sponsoring ViodiTV.

#### Offering

All sponsors receive Logo placement & linkage in the Viodi View.



#### Benefit

Reach out to over 3,500-targeted people prior to and after the tradeshow with coverage in the Viodi View newsletter. The newsletter also points to the ViodiTV web site, as well as the sponsor's web site.

Example of Viodi View coverage of ViodiTV

[www.viodi.com/newsletter/070201/index.htm#viodity](http://www.viodi.com/newsletter/070201/index.htm#viodity)



## Offering

Integration of Sponsor Message into Introduction



## Benefit

This is a sponsor message that is weaved into the first video in the channel line up / playlist. It may include references to a sponsor's booth number or contact information.

Example of integrated sponsor message

<http://www.viodi.tv/2007/02/10/ntca/>

Sponsor's logo and link in individual posts

Exclusive - FCC Commissioner McDowell on Wireless, Broadband CALEA & Set-Top  
Filed under: [CALEA](#), [Set-Top](#) - viodi @ 2:27 pm

Check out this exclusive video interview with FCC Commissioner McDowell that was follow-up to his presentation at the NTCA 2007 Annual Meeting. In this interview, he addresses questions on wireless, Broadband CALEA and Set-Top security mandates.



This provides additional exposure throughout the ViodiTV web site. Sponsors may link directly to these posts from their web site.

Individual post example

<http://www.viodi.tv/2007/02/08/mcdowell/>

Inclusion of Sponsor's Video in Line-up



Provides additional exposure for sponsor and can be included on both ViodiTV as well as the sponsor's site. Viodi can optionally produce this video for the sponsor.

The following is a sponsor video example

<http://www.viodi.tv/2007/02/06/innovative/>



## ViodiTV General Promotional Activities

Promotion of ViodiTV and its sponsors utilizes multiple methods. The following represents the typical activities for promoting the viewing of ViodiTV.

Date	Activity
	Sponsor logos and links in the Viodi View for a minimum of two issues (a \$600 value); the issue prior to and the issue after the particular convention.
	Email invitation from Viodi to its telco readers inviting them to meet the sponsors at the conference
	Exposure in conjunction with tradeshow producers (e.g. registration stuffer, etc.), as possible
	Coverage of ViodiTV in the Viodi View