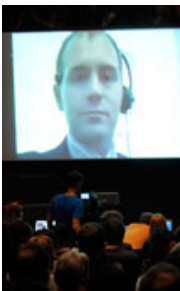
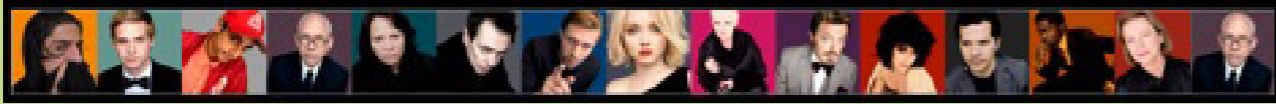


ecoCast^{'''}

Defeat Distance by EcoCasting
The latest innovation from OneWorld UK





It was a wild night on the Southbank in London. There was something in the air that felt, perhaps, close to the edginess of those participating in the first broadcast of live television, or one of the earliest projections of film with sound... an exhilarating mixture of the smooth and the raw, smoke and mirrors.

Live interaction of this kind is a great leveller. I experience it all as the upside of globalisation; a force that - at its worst - can destroy the local and individual, or - at its best - can be the opposite: giving us the opportunity to unite in commonality and intimacy.

from Sally Potter's blog

The distinguished film-maker **Sally Potter**, director of *Orlando*, is famous for experimenting with innovative media techniques. She used **ecoCasting** for the London premiere of her latest film *Rage*, on globalisation and the fashion industry.

Rage was screened at the National Film Theatre before an enthusiastic audience - with a live Q&A **ecoCast** by OneWorld to a much larger audience around the world.

After the screening, Sally Potter and a panel took questions from those watching at the National Film Theatre. Nothing new there.

Unusually, though, the actors in the film - **Jude Law**, **Eddie Izzard** and **Lily Cole** - answered questions from both the theatre-based and the internet-based audiences, even though they were each in different locations:

- Jude Law was in New York, speaking moments before he had to go on stage as Hamlet.
- Lily Cole was in New York straight from a fashion shoot.
- Where Eddie Izzard was remains a dark secret.

And much more unusually still, the actors and the panellists also took questions from people around the world, who had viewed the film in cinemas – and the entire event could be seen by everyone: at the National Film Theatre, in the other cinemas, and across the internet.



Jude Law takes audience questions

Why use ecoCasting?

For **3** very good reasons.

1. You need to convene a large meeting of people scattered around the world. But your organisation also needs to shrink its carbon footprint.

With **ecoCasting**, you can hold international meetings – but rip up flight schedules. Stop looking for cheap hotels. Say goodbye to carbon offsets and visa hassles. Minimise your meetings budget. And your speakers can forget about jetlag.

2. You want your meeting to be open to the world.

You are chairing a meeting with fascinating speakers. You want them to respond to questions and comments you have chosen not only from the people in the room, but also from people around the world. For example, if you are talking about climate change, you might want to highlight comments coming from people in vulnerable communities in the global south.

ecoCasting can make your meeting accessible – live and interactive - to a much wider community of people, who can participate in the meetings through our chat boxes, texts and twitter feeds. And we can arrange for some of them to be in vision too.

The feedback we've had from remote participants is that it 'feels like being there...It's like watching TV with a large intimate group of friends...'

Our Copenhagen Climate Summit coverage attracted tens of thousands of tweets, text and chat messages - all adding to the buzz around the event.

3. You are under even more pressure to save money, since the credit crunch.

ecoCasting is as low-cost and flexible as Barefoot TV. It doesn't need expensive satellites, video-conferencing suites or recording studios. It doesn't need huge outside broadcast vans with multi-million pound equipment. We use Skype-video to bring in voices from around the world, and a small team to produce and promote the live broadcast.

So **ecoCasting** is 'eco' both in its focus on the environment and its economical means of production.

ecoCasting combines the best of webcasting and video-conferencing, while being as nimble and inexpensive as Barefoot TV.



*In October 2009, ActionAid used **ecoCasting** to open up their meeting to the world during the European Development Days.*

What about the quality of the results?

The team is led by the UK's leading multimedia pioneer and includes award-winning TV producers, who bring the experience of hundreds of hours of **ecoCasting**. They will work closely with your meeting organisers to tailor the **ecoCast** to suit your needs.

On what scale can **ecoCasting** be used?

You can **ecoCast** a meeting that's just one hour long. Or a conference that takes all day... or longer. At the UN Climate Summit in Copenhagen in December 2009, we EcoCast on the OneClimate Channel all day, every day, for the whole fortnight of the conference. Because it was continuous we called it 'livestreaming'.

- We will help you showcase the event on your own website, on as many of pages as you like of your site or blogs.
- You can have up to hundreds of thousands of simultaneous viewers. In Copenhagen we had 2 million viewers over the conference fortnight.
- You can have widescreen video coverage - single or multi-camera.
- We can add a live relay to overflow or remote meeting.

'We're loving the livestreaming and COP15 coverage! Keep it up!' (Greenpeace)



*OneClimate used **ecoCasting** to open up the Copenhagen Climate Conference to more than 2 million viewers*

What about recording the event?

We can record it for you.

What equipment do we have to supply?

We'll bring all the equipment with us. All you need to supply is a good upstream internet connection.

Promotion

We can promote your meeting on oneclimate.net or on uk.oneworld.net as appropriate - before, during and after it takes place.

We can create highlight clips and upload it to YouTube and the other top video sharing sites.

We can help you viralise the recording of your meeting – by encouraging members of the audience to take it and embed it on their own sites. If that's what you would like, we can make it easy for the audience to do that.

OneClimate Channel Endorsements

We used our **ecoCasting** technology to power the OneClimate Channel, which broadcast COP 15. Here's what people had to say about our coverage:

'An amazing job at Copenhagen providing a hub for huge amounts of coverage at Copenhagen and getting an unprecedented audience.'

Nick Buxton, Transnational Institute



Salil Shetty interviewed live from COP15, via Skype

'Cheers to you guys. You worked extremely hard, did everything you set out to do, and really supported our strategy of connecting the bloggers to the inside game. Bravo!'

Jason Mogus of tcktcktck

We've been short-listed for the Twitter Shorty Awards 'honouring the best producers of short real-time content'. **Greenpeace** nominated OneClimate for its *'awesome Copenhagen coverage'*

During COP15, OneClimate's **ecoCast** was recommended on Twitter by organisations including Greenpeace, 350, Friends of the Earth, The UK Department for Energy and Climate Change (DECC), The Guardian, WWF, Greenpeace France and Tearfund.

To find out more about the OneClimate channel and our **ecoCast** from COP15, take a look at our OneClimate Channel brochure: <http://bit.ly/aX1SJp> and our Copenhagen highlights video: <http://www.vimeo.com/9017254>

Prices

ecoCasting packages can be tailored to your meeting requirements. Examples:

a: A large NGO meeting broadcast live and recorded, with single camera coverage and audience feedback with text questions and comments. Cost around £1,500.

b: A film premiere as above plus guests beamed in from two locations, multi-camera coverage and video inserts. Cost around £4,000.

Contact: Peter Armstrong via peter.armstrong@oneworld.net or 07801142385