

Film-Your-Own AKA.tv VideoView Podcasts.

The Questions:

01. Introduce yourself - Name and job title.
02. What does your company do and in what markets?
03. Can you give an example of one of your customers?
04. How is your company funded?
05. How would you summarise the market in 2008 compared to 2007?
06. What are the key challenges and opportunities for you in the next 12 months?
07. Which companies are making money in the digital signage market?
08. What will be the effect of all the new venture capital money coming into the industry?
09. How is the general economic situation effecting your business?
10. Do you see opportunity for consolidation in the industry?
11. What do you see holding back the industry?
12. Where do you stand on the following issues:
 - ... content is king. Do you agree?
 - ... lack of audience measurement is holding back the industry.
 - ... China / India, threat or opportunity?
13. Which companies do you see as the big names in 5 years time on a global basis?
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The Stages:

Step 01.

Get your CEO.

Step 02.

Get him / her to read the 13 questions (and have him / her prepare some answers!)

Step 03.

While your CEO is preparing his / her responses - go get a video camera.

***Remember sound is just as important as the picture, maybe more so!**

Step 04.

Get filming!

Step 05.

Once you have finished filming and are happy with the responses, send us the file as a 640x480 mpeg.

We can supply you with the ftp detail when / if you require them.

You're done!

We will then put the questions in (as you've seen on the VideoViews so far), encode it, and then upload it to our site for the world to see.

The cost of uploading your VideoView Podcast to the resource site is \$150 / £75 - make payment through paypal - found on the VideoView section of www.screenholdings.com