



Video Briefings

Video Briefings is a specialised production service for businesses that want to use video messages to communicate with staff, clients or shareholders. We create professionally branded video clips that feature your team – all digitally encoded and ready within 24 hours to be broadcast on your website, or as part of a presentation.

Now that most people have a broadband internet connection, businesses can take advantage of the opportunity to use digital video to communicate messages on a regular basis – whether this be via a website, or as an offline digital presentation. Video Briefings is the perfect way to deliver a personal and direct message. A short, well-presented video can communicate much more than a printed document or email, and enables you to quickly get your message out to all your contacts. We all know how important it is to keep people abreast of changes, and this service allows you to do that, in a way that will make people sit up and take notice.

The Video Briefings service is designed to create professional video messages that feature your staff, to use in a variety of business communications. Our clients range from global corporations, to charities and emerging companies. They each have their individual messages, with different audiences to reach on a regular basis. Our experience shows that Video Briefings work well for internal communications, sales presentations, product recalls, product briefings, press releases, major event updates, public relations and new company announcements.



This is a screenshot from the MAGIC Publisher online system, where you manage your video and stream it to your website.

All our Video Briefings are digitally encoded and ready for you to include on your website or to use as a presentation. However, if you need some extra help to get your message out to your intended audiences, we also offer an easy-to-use application that can help to publish your Video Briefings immediately to your company website. To learn more about our online video publishing software, please visit www.StreamCity.co.uk/onlinevideo



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How does it work?

Getting your business started with Video Briefings is quick and simple. StreamCity will do all of the hard work; we will professionally manage the production from start to finish. As soon as you contact us, we will work with your team to understand what the message is that you want to convey, and which people from your business will be featured in the video.

Usually, your marketing department will be responsible for writing the script that your team member will communicate, with most scripts being a few minutes in length. But if you need help with this, just let us know. We will arrange a suitable time and location to complete the production – it usually takes just 30 minutes to shoot. We aim to deliver your final video within 24 hours, ready for you to broadcast the next working day.

Video Shoot



Our production crew will travel to your preferred location, with professional cameras, lighting, sound recording, and autocue equipment.

Post production



Our team will then go straight back to our editing studio to create a final version of your video message. We will include any branding or graphics that you require within the video.

Video encoding



Once we have finished a final edit of your video message, our team will encode it to a range of digital formats, ready for inclusion on your website or presentation – all within 24 hours.

Video shoot

On the day of the video shoot, StreamCity's crew will travel to your preferred location to film your company's representative. We will come equipped with professional broadcast quality cameras, lighting and sound recording equipment. We will set up the scene ready for the shoot, with either a branded backdrop or a green screen so we can create a 'virtual set' later in post production. We will also provide an autocue system, which will display the script digitally for your company representative to read from. Usually, we will record a few versions of your team member speaking to the camera, so that when we go into post production we can use the best footage to create the final video.

Post production

Once we have recorded your video message, we will then take the footage back to our editing studio, and our creative team will immediately get to work to produce a final version. We will edit the video, and include any branding or graphics that you require to support your message.

Video encoding

The final stage of our Video Briefings service is to digitally encode your media, so it is ready for broadcast. We can encode your message into a variety of formats, including Quicktime™, Windows Media™ and Adobe Flash™. We will upload your Video Briefing into our secure online digital asset library, so you can immediately access the media that's ready to use on your website, or as a presentation. We will also courier you a hard copy, on either a CD-ROM or DVD, depending on your preference.

Rate card

Creating a Video Briefing is simple and cost-effective. We want to become your video production partner, and encourage you to create digital video messages on a regular basis. However, we are happy to work with you on a one-off basis if that is what you prefer.

All prices are based on the production of a Video Briefing up to five minutes in length. This includes our crew visiting your workplace for a 30-minute shoot; our fees; all required video editing; and encoding of your video to final digital video formats.

One-off	£1,495
Quarterly	£1,295
Bi-Monthly	£1,145
Monthly	£995

If you have specific requirements, or want to produce a high volume of Video Briefings, please contact our team of consultants to discuss how we can help tailor a package to suit your business.

To learn more about Video Briefings and to see examples we have created for our existing clients, please visit our online showcase at www.StreamCity.co.uk/showcase

