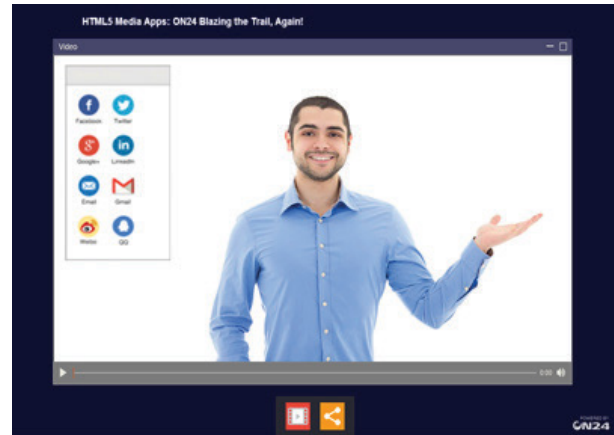


# ON24 DEMAND: MULTIMEDIA CONTENT REIMAGINED

## EASILY CREATE, EDIT, REPURPOSE, AND PROMOTE WEBINAR AND VIDEO CONTENT

### PRODUCT HIGHLIGHTS

- Create unlimited new marketing assets by remixing your existing content
- Gate your content with lead capture forms – or remove the gate to give anyone free access to teaser content
- Extend your reach by publishing content to YouTube
- Display your videos in an interactive console enabled with social sharing
- Measure and compare content popularity with easy-to-read reports
- Boost the SEO value of your content portal



ON24 Demand brings together a suite of simple yet powerful tools, giving you complete control over your webinar content and content strategy:

- Create great new content from your existing webinars, videos, and images.
- Present multimedia content more effectively with our interactive content gateway and push-button sharing to YouTube.
- Extend the reach of your content with automated voice-to-text and SEO optimization.
- Measure the performance of your video content to find your most valuable assets and identify your best leads.

### MAKE THE ULTIMATE REMIX

With ON24 Demand, you can identify and snip the best parts of your webinars, creating smaller videos to be used for many purposes, like new marketing content, and teaser clips for upcoming events or on demand versions of the original webinar. In addition to creating snippets from your most successful webinars, you can also upload images and video assets and combine them with clips from webinars to create even more new and exciting content.

Designed for the business user, every component of ON24 Demand is easy to set up and manage. You can edit clips with a few mouse clicks, easily customize the look and feel of your content portal, and dynamically control your content with single-click publishing.



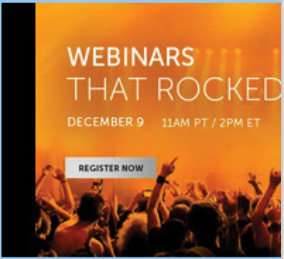


Your audience will love browsing your content portal and watching unlimited webinars and videos without the trouble of re-registering for every asset. And with the responsive design, your portal is mobile-friendly, no matter what device your audience is using.

Create sixty-minute on-demand webinars, six-second Vines, and anything and everything in between from your existing webinar content. Edit your webinars, mix and match media, then publish them to your favorite channels – or download the files and save them for later.

# ON24 DEMAND

## INTERACTIVE VIDEO

Let people experience your content the way it was meant to be seen – in the interactive ON24 player. ON24 Demand puts engagement first with simple social sharing tools, right in the player. And of course your webinar content retains the full functionality of a live webinar.

Created Date	Created By	Clip	Portal	YouTube	Delete						
01/15/2016	S. Kohli										
		IMAGE 1	<div data-bbox="748 1087 1498 1476"> <p><b>Merge Clips</b></p> <ol style="list-style-type: none"> <li>1. Drag and drop your clips to place them in the desired order for merging</li> <li>2. Name your new clip</li> <li>3. Click the Merge Clips button to create a new video</li> </ol> <table border="1"> <tr> <td>IMAGE 1</td> <td>00:00:00</td> </tr> <tr> <td>WEBINARS THAT ROCKED 2015</td> <td>00:00:24</td> </tr> <tr> <td>IMAGE 2</td> <td>00:00:00</td> </tr> </table> <p>Name Clip: <input type="text" value="NEW CLIP WITH IMAGES AND VIDEO"/></p> <p><b>Merge Clips</b></p> </div>			IMAGE 1	00:00:00	WEBINARS THAT ROCKED 2015	00:00:24	IMAGE 2	00:00:00
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# ON24 DEMAND

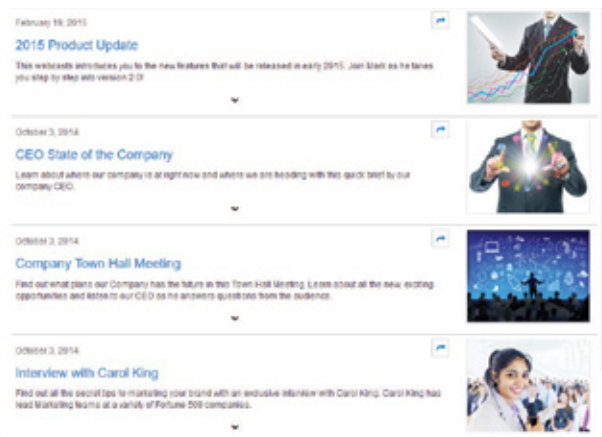
## SHOW OFF YOUR WEBINARS

Present your webinar and video content in a customizable portal. You can publish the portal as a standalone page on your website, or easily embed it in other pages, emails and partner sites. All ON24 Demand portals are designed to be responsible, ensuring the best possible audience experience on any device.

Pick the perfect way to organize, categorize, and present your webinars and videos.

### LIST VIEW

Grab the viewer's attention with unique summaries of each webcast listing and optional custom thumbnail images.



### TILE VIEW

Highlight the visual appeal of your custom thumbnail images and attracts attention for your webinars and videos.



### CAROUSEL VIEW

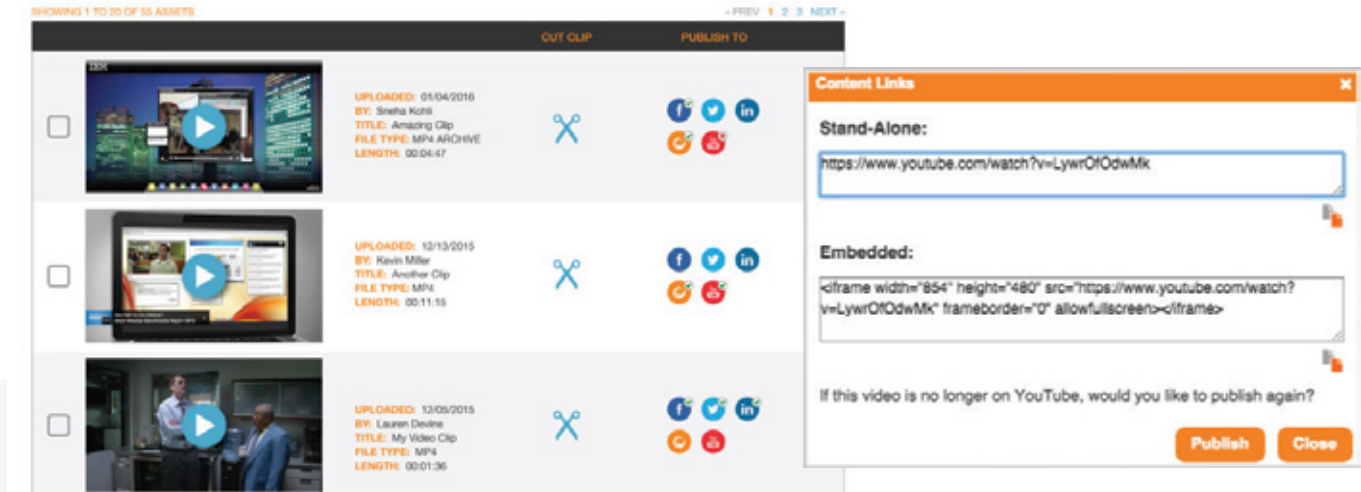
Tailored your portal for browsing by displaying all your webinars and videos in scannable, category-specific rows.



# ON24 DEMAND

## PUBLISH STRAIGHT TO YOUTUBE

Give your YouTube subscribers a treat: new content! With convenient publishing to YouTube, you can easily take advantage of the social reach of everyone’s favorite video sharing channels.

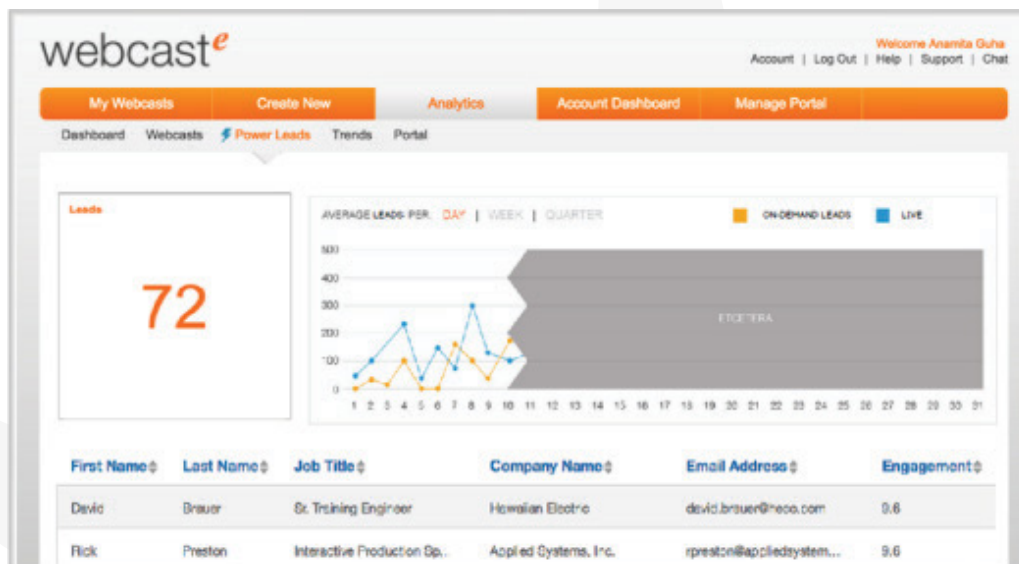


## AT LAST, SEO FOR VIDEO AND WEBINARS

With ON24 Demand, your webinars can be optimized for search and help your overall SEO. Voice-to-text, meta-tagging, and slide optimization features make sure that your best webinar content can be found — and enhance your SEO keyword strategy.

## MEASURE THE VALUE OF VIDEO CONTENT

Our user-friendly analytics dashboard makes it easy to see which videos and webinars are your top-performers. And if that wasn’t enough, you can track who interacted with which clips giving you clear insight into your best leads.





## ABOUT ON24, INC.

ON24 is leading the transformation of virtual communications with cloud-based webcasting and virtual environments that drive outstanding results for companies of every size and in every category. Our industry-leading platform helps organizations to communicate with employees, clients, prospects and partners with measurable and greater impact. More than 800 organizations, including IBM, CA Technologies, Merck, Unilever, JPMorgan Chase, Credit Suisse, Ernst & Young, Amazon and SAP, rely on ON24. ON24 is used enterprise-wide for applications such as demand generation, partner enablement, training, product launches, company town hall meetings and user conferences. ON24 is headquartered in San Francisco, with offices throughout the world.

*For more information on the benefits of ON24 Webcasting, contact us at 877.202.9599 or visit [www.on24.com](http://www.on24.com).*

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