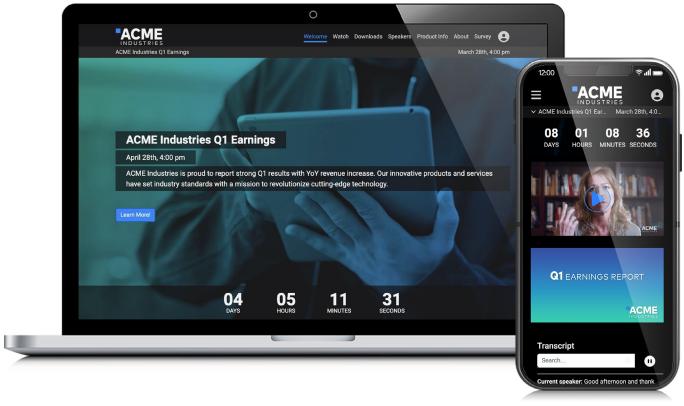# Webcasting and Conference Calls

Deliver Engaging Earnings and Investor Days

Webcasts and conference calls are critical to the success of your investor relations program. Bring your vision to life with end-to-end technology and high-touch professional services.

Showcase your company's unique investment story and effectively connect with your stakeholders — flawlessly, and stress-free. Trust the Notified team to provide an exceptional experience for your IR events. With a dedicated service manager, enterprise-level security, 24/7 support and a variety of options for customization, our team is with you from start to finish.

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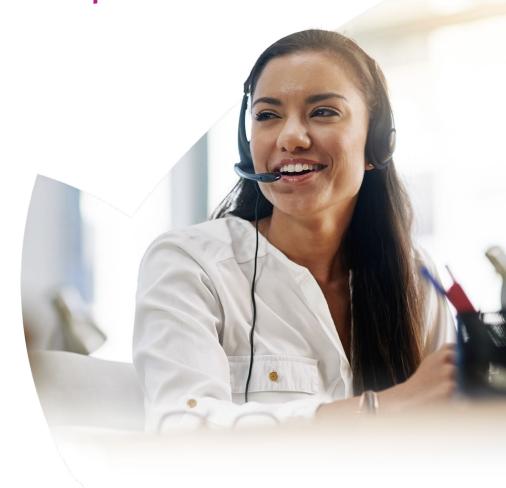## Trust Our Team To Provide an Unparalleled Webcast Experience

Dedicated Service Manager

Every event is assigned to a dedicated Service Manager who will provide personalized support to help:

- Schedule your webcast and accompanying conference call (if applicable)

- Configure your event, registration page, and features

- Liaise with event stakeholders (e.g., your IT team, corporate communications, venue)

- Provide training and best practices

- Monitor your webcast for any quality issues and provide support to ensure continuity across your webcast and conference call

- Provide access to event reporting

Production and A/V Support

Our experienced on-site producers will work with you to design a solution that meets both your creative and budgetary needs. We can offer consultation and services across your workflow, from venue selection to advice on signal acquisition and audio/visual equipment rental.

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Global, Accessible, Secure

Global Scale, Local Support

With operation centers, service teams, and partners around the world, we provide global scale and local support.

Our integrated conference call and webcast platform and proprietary infrastructure help ensure the continuity of your high-profile events and provide one point of escalation.

Seamless Mobile Experience

We make it easy for viewers to access your webcast anywhere, on any device.

Our mobile-friendly players have been updated to follow WCAG 2.1 AA standards and require no software to download, transforming your event into a responsive and accessible webcast experience for everyone.

Content Protection

Your content is supported by our secure, SOC 2 compliant system, including 24/7 infrastructure support and network monitoring.

We also provide security features such as encrypted file uploads to help safeguard against pre-disclosed content.

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Branded, Interactive Experiences

Create webcast experiences that match your corporate brand. Choose from layout options and features to help increase engagement and attention, including a welcome video, Q&A, surveys and a countdown clock.

Let your audience watch your content when and how they want with features like live DVR, variable playback speed, picture-in-picture and automatic subtitles and transcripts.

Multi-Language Capabilities

Provide a localized experience by delivering your webcast in multiple languages. We offer translation services and closed captioning to help you meet the needs of your global audience.

Automatic Transcript

Picture-in-Picture

Video or Static Image Background

Subtitles

Welcome Video

Countdown Clock

Webcasting and Conference Calls
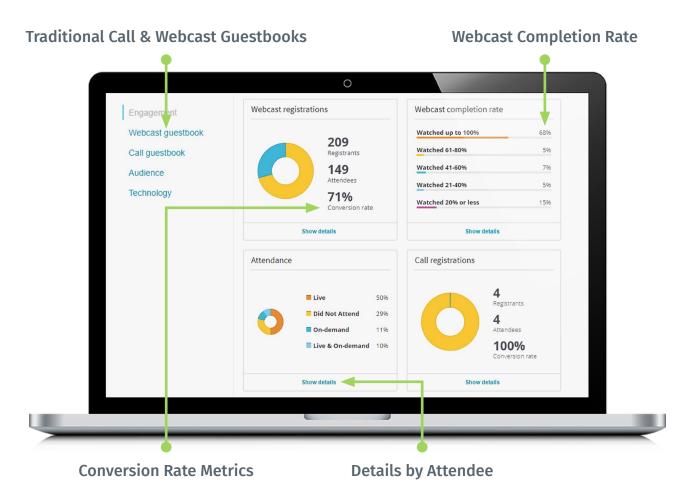
Analytics Dashboard

Our integrated technology provides one dashboard for both your conference call and webcast metrics. Pull your traditional call guestbook or share conversion rates and registration data with internal stakeholders. Drill down to see details by attendee. Leave siloed reporting behind with a combined view of all activity for your event.

Traditional Call & Webcast Guestbooks

Webcast Completion Rate

Engagement

Webcast guestbook
Call guestbook
Audience
Technology

Webcast registrations

209
Registrants

149
Attendees

71%
Conversion rate

Show details

Webcast completion rate

Watched up to 100%	68%
Watched 61-80%	5%
Watched 41-60%	7%
Watched 21-40%	5%
Watched 20% or less	15%

Show details

Attendance

■ Live	50%
■ Did Not Attend	29%
■ On-demand	11%
■ Live & On-demand	10%

Show details

Call registrations

4
Registrants

4
Attendees

100%
Conversion rate

Show details

Conversion Rate Metrics

Details by Attendee

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Deliver an Integrated, Secure Experience for Your Speakers and Participants

Simple registration, a reliable call experience, and the high level of security you have come to expect from Notified. Trust our team with your mission-critical conference calls and earnings events — we understand the need for stress-free delivery of your financial results and important business updates.
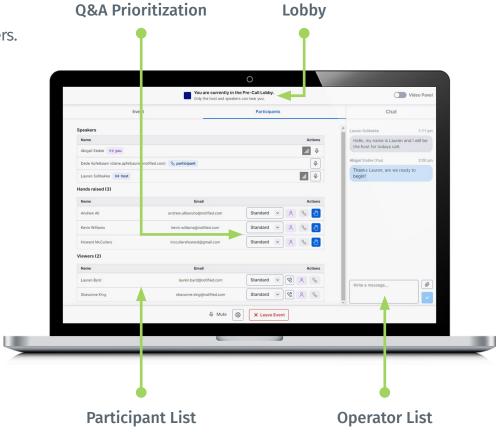
Speaker Experience

Convenient and secure access to your events for you and your speakers.

Modern, Responsive, Browser-Based User Interface

- Secure Q&A manager via unique login and password

- Lobby with visual indicator to help ensure speaker prep and conversations remain private

- Text chat with file exchange between you and your operator for any last-minute changes

- Dedicated, specialized operator support

- Q&A management with easy and clear participant prioritization

Join Audio via Desktop, Tablet, or Phone

- Dial-out option (dials your phone instantly, with the click of a button)

- Dial-in option (30+ countries, toll & toll-free options)

- PC dial-in option: Device microphone and speaker default

Q&A Prioritization   **Lobby**

Participant List   **Operator List**

Webcasting and Conference Calls
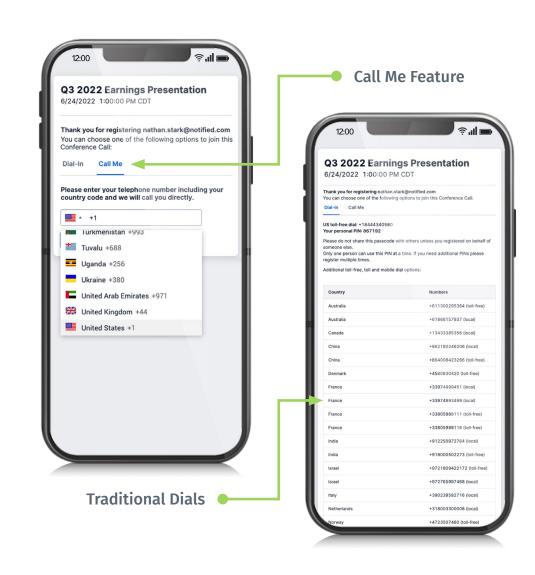

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Participant Experience

Simplified registration and event access for your conference call participants.

Avoid hold times and make registration and connecting easier for analysts and other call participants with self-registration and Call Me features.

Publish the audio-conferencing link on your website, add it to your press release, or send it via email. Your participants can join the call in the way they prefer, on any device.

Quick and Easy Registration

- Join audio via desktop, tablet, or phone
- Dial-out option (dials your phone instantly, with the click of a button)
- Dial-in option (30+ countries, toll & toll-free options)
- Online registration form that's quick and easy
- Self-registration means no more meet-and-greet queue or long hold times
- Customizable registration fields at no extra cost
- Consistent participant data across your conference call and webcast

Call Me Feature

Traditional Dials

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Pre-Recorded Calls

Stress-free pre-recording for your IR events.

Modern Pre-Record Player and Functionality

- Online playback on desktop, tablet, and mobile

- Access control via Notified's IR event platform

- Seek and control playback speed via familiar media player

- Progress and time indicator make it easier to request edits

- Source audio as MP3 if required for offline review

AI-Generated and Synchronized Transcript

Click on any text sentence to skip to corresponding audio, or click on the audio progress indicator to skip to the corresponding text.

MP3 Download

Desktop, Tablet & Mobile Playback

ACME INDUSTRIES

Transcript   Downloads

Investor Day Pre-recording   Review your pre-recording

♪   Audio Download

ACME INDUSTRIES

Transcript   Downloads

Investor Day Pre-recording   Review your pre-recording

Current Speaker

Welcome everyone in thank you for joining us. I am joined today by special guess, david friend, a reporter, the canadian press. David, thank you for joining us. Why don't you spend a few moments to introduce yourself and give us a bit of your background? Sure. We're going to committee impressively, is agency, and I've actually been a reporter since I was, let's say 10 years old. And a lot of us been focused on entertainment. But I started a website is a teenager, and wrote about the entertainment industry for years and then went to variety, hollywood trades for a while. And then I ended up at the canadian press, where I actually started as a business reporter. And I did that for 9 years, sort of covering the rise and all of the block periods a day. The entertainment industry from like movie theaters and things like that. So I've sort of always had my heart in 2 places, entertainment on one side, and then business on the other. So you could probably say that, you know, some part of the brain is like covering things like the finance minister and then the other side covering shawn meadows. It's been, it's been a lot of fun. Oh, and that's very interesting. So for you, especially since you started so long ago this year or last year rather must have been you can put it in context and so during defend them. It for you. media events, like for example, a press conference shifted from in person to virtual, out of necessity. And given how long you've been in this space, what were some of the benefits of moving to virtual for you as a journalist? By time these days are spent covering

▶   🔊 ▬▬▬   5:13   ⚙

Playback Controls

AI-Generated Synchronized Transcript

Webcasting and Conference Calls

PRODUCT FEATURES	ESSENTIALS	EXPERT
Responsive (desktop and mobile) HTML5 player and streaming	✓	✓
Unlimited live and replay participants for up to 1 year	✓	✓
Attendee dial-in (viewers can listen to webcast via phone)	✓	✓
Multiple languages (up to 4)	✓	✓
MP3 or MP4 (video only) download	✓	✓
HD Video up to 1080p with adaptive bitrate streaming		✓
Branding Options		
Brandable player with custom layout options	✓	✓
Registration page with Remember Me function	✓	✓
Emails (confirmation and calendar reminders)	✓	✓
2D and 3D look with custom background images		✓
Custom HTML modules		✓
Prior and post trailers		✓
Vanity webcast URLs		✓
Welcome Module		
Splash page for registration, post registration or both		✓
Video or static image backgrounds		✓
Welcome text with agenda		✓
Welcome video		✓
Countdown clock		✓
Accessibility		
WCAG compliant user interface	✓	✓
Screen reader compatibility	✓	✓
Variable playback speed	✓	✓
AI-generated subtitles	✓	✓
Human reviewed transcripts	✓	✓
AI-generated synchronized transcripts		✓

Webcasting and Conference Calls

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PRODUCT FEATURES	ESSENTIALS	EXPERT
Interactive Features		
Downloads	✓	✓
Q&A via text and phone	✓	✓
Speaker bios and indexing	✓	✓
Content and slide indexing	✓	✓
Slides including PowerPoint animations	Viewer controlled	Synchronized
Timeline slide thumbnails	✓	✓
Polls and surveys		✓
Video picture-in-picture		✓
Live DVR		✓
Access control		✓
Professional Services		
On-site support		✓
On-site production		✓
Fiber or satellite feed		✓
Custom viewer rule sets		✓
Attendee Dial-In		
Conference call with specialized IR operator	✓	✓
Q&A manager	✓	✓
Standard or custom hold music	✓	✓
Standard or custom script	✓	✓

About Notified

Notified is committed to making it easy for brands to create and share powerful stories with the world. Our suite of world-class, award-winning solutions and our dedicated customer service team are relied upon by more than 10,000 global customers, from growing businesses and public companies to some of the world's most recognizable brands.

Notified's solutions help businesses effectively share and amplify their stories to customers, investors, employees, and the media. From press release distribution via GlobeNewswire to earnings calls, IR websites, social listening, media engagement, webinars, and digital experiences, Notified has you covered.

Learn more at **notified.com** or follow us on **LinkedIn**, **Twitter**, or our **blog**.