

# Video on the Web: An AOI Communications Specialty

*Unique and Creative Programming*

## "Don't Tell Me, Show Me"

The Internet is a highly personalized medium, ideal for targeted video content. Video engages, impacts, and brings a message to life. Only face-to-face communication is more effective.

## Our Programs

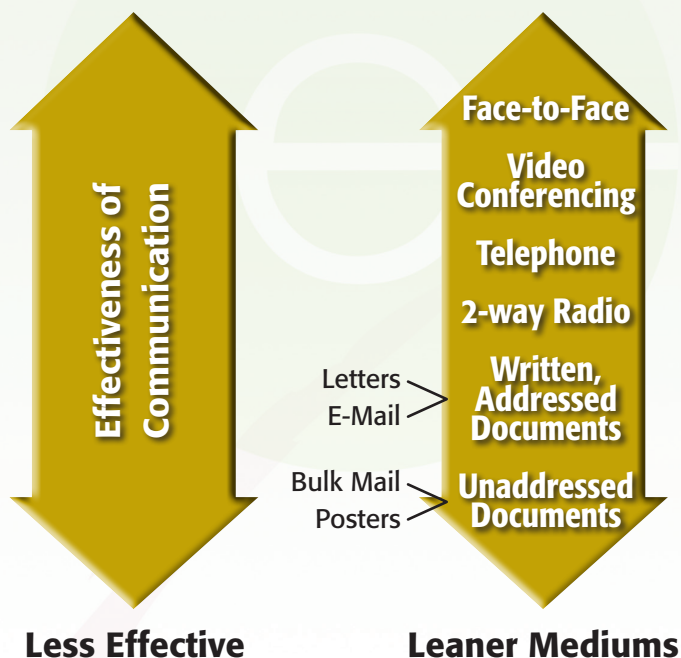
### USE CUTTING-EDGE TECHNOLOGY

- Customize your media player
- Lead viewers to existing content and resources
- Capture your live event; share it with the world
  - Streamed live as it happens
  - 24/7/365 access to archive version of your webcast
- Social Media integration
- Mobile device capability

The "Media Richness Theory" suggests that a more rich method of communication will deliver better understanding of information within a given period of time.

### More Effective

### Richer Mediums




1. Daft, RL, Lengel, RH. Organizational information requirements, media richness and structural design. *Management Science*. 1986;32(5):554-571.

## Paths to Recovery


### Stories From Two Blood Cancer Survivors

For patients, caregivers and healthcare professionals



**The Leukemia & Lymphoma Society**  
Fighting Blood Cancers

LEUKEMIA
LYMPHOMA
MYELOMA



## TELL A STORY

- Relate with viewers through real people and first-person experiences
- Develop video programs to specifically deliver oncology content
- Create custom content to effectively tell your story

## CAPTURE METRICS

- More than viewer numbers
- Details of viewer visits
  - Where, how long, how often

**AOI COMMUNICATIONS, L.P.**  
*Consider it done*

# Oncology Communications is Our Business

*Strength From Focus*

**DESIGN ■ DEVELOP ■ IMPLEMENT ■ FACILITATE ■ PROMOTE**

*Innovative concepts incorporate audio, video, and media components into programming developed to specifically deliver oncology-focused content.*

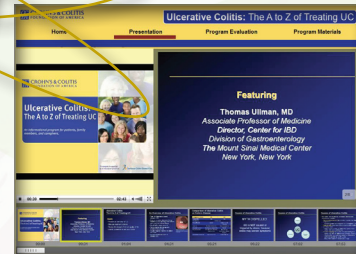
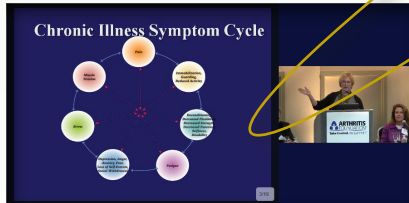
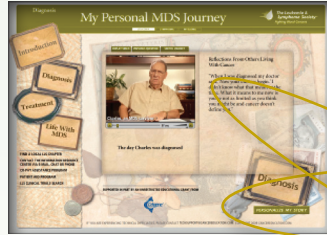
**Video Teaser/  
Short Clip**

**Audio With  
Slides Platform**

**Live Streaming  
Video Webcast**

**Video on Demand  
Webcast**

**Video/Documentary  
Production**



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*Effective promotion of your program is critical to your success. Let us help you leverage new media outlets for optimum exposure.*

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Automated Voice Promotion		✓
Targeted Banner Ad		✓
Mobile Device Compatibility		✓

References, confidential bibliography, and comprehensive capabilities presentation available upon request.

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