

FOR IMMEDIATE RELEASE

StreamAMG and OnlineSeminar partner to help UK businesses generate a higher ROI from their webinars

London, UK – *StreamAMG brings the OnlineSeminar product to the UK market*

The online video specialist, StreamAMG (Advanced Media Group), has joined up with OnlineSeminar, Netherlands' webinar experts. The two companies will deliver webinars in the UK using OnlineSeminar's webinar platform and the expertise of StreamAMG's UK support and production teams.

This is the first time OnlineSeminar's solution will be available in the UK market. The new partnership will bring improvements to webinars in the business sector. For example, businesses using the platform will receive:

- Beautifully branded microsites with registration, webinar archives and materials
- Detailed chat and Q&A functionality to deliver more engaging webinars
- One click social registration with SMS and calendar reminders
- An intuitive, SaaS-solution as well as a fully managed production delivered by StreamAMG's own webcasting specialists
- The ability to switch between multiple streams, allowing speakers to come into the webcast from other regions
- An iPad and Android app to help businesses reach attendees on the go.

The OnlineSeminar platform excels at lead generation. It can help measure every interaction and provide a tailored report after each webinar. This gives businesses actionable data for their sales teams to follow up on.

Duncan Burbidge, CEO for StreamAMG said: "Webinars are really interesting to us, and we see a huge opportunity for growth here, as more businesses are using them to market and inform. We work with OnlineSeminar because they align their platform with business goals. The system can measure and show the specific ROI of every webinar. Similarly, StreamAMG provides a consultative approach to each online video project – whether that's in corporate, education, media, government or sports."

Marthijn Pieters, General Manager for OnlineSeminar, said: “We’ve been very successful in the banking and insurance sector in the Netherlands and Belgium. As the sector has become more globalised, we saw the demand for an international full-service webinar platform. StreamAMG’s expert team will help us bring the value of this platform to more customers.”

With offices and studios in London, Manchester, Madrid, Milan, Brussels and Amsterdam, OnlineSeminar and StreamAMG have created the foundation for an international full-service webinar and webcasting network.

About StreamAMG: StreamAMG (Advanced Media Group) delivers the technical excellence to bring large scale video projects online.

We are European focused, with dedicated experts on the ground for each country we work in. Our experts can deal with production, signal acquisition, project management and equipment. And our production team are on hand to film and manage a successful webcast. (They’ve now delivered over 2,000.)

We are prepared to integrate with your existing systems, thanks to our development teams’ appreciation for delivering video through a variety of CMSes, connected devices and mobiles. Our applications are technically excellent and hosted in Europe, and connected to a global CDN, so you can rest assured that your video is in safe hands, on a stable platform which is accessible worldwide.

We work in five clearly defined sectors: sports, education, corporate, government and media. Our client list is impressive, and we’re proud to work with the BBC, Google, and the Football League (where our technology powers 89 video microsites). By aligning our solutions with their objectives, and pricing accordingly, we are able to help them reach larger audiences and generate higher revenues.

About OnlineSeminar: OnlineSeminar is the market leader in webinars in the Netherlands and Belgium. The company offers interactive, innovative and state-of-the-art online communication. They’re focused on delivering your story in the best possible way, with completely measurable results. This all comes supported by their team of expert consultants.

The OnlineSeminar webinar platform is expanding rapidly across Europe because many international clients have adopted the technology. Clients such as ING, BNP Paribas, Audi, ABN AMRO and Nike rely on the OnlineSeminar platform to communicate value.