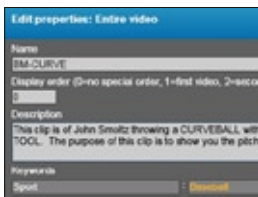




WHAT'S NEW ON DARTFISH.TV?

APRIL '09
RELEASE

Get a closer look at the new features of dartfish.tv to boost the public's awareness of your channel and facilitate your management of our online video casting platform. Dartfish.tv has undergone more changes thanks to the feedback from our ever growing community of users. Scroll down and find out what's new on dartfish.tv!



SAVE TIME – EDIT PUBLISHED CONTENT ONLINE

Channel administrators and moderators can save time by directly editing content of a video online, without having to re-publish it. Correct editorial errors in titles/descriptions, change

the classification of your videos by instantly editing/adding/deleting keywords in a document, scene or segment. You can even increase the visibility of a video or ensure that a process is followed, by defining the display order of the videos in your collections. Begin a collaboration with the viewers!



INCREASE VISIBILITY – USE THE EMBEDDED PLAYER

Place your Dartfish enhanced videos directly on the website of your choice, drive visitors to your channel on dartfish.tv and communicate with your customers! All this is possible with the new embedded player. With this feature, you

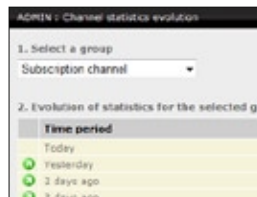
can deploy your videos on any website and encourage your contacts to view them by using the *email to a friend* service. And don't forget to personalize the link to your channel on dartfish.tv with an easy-to-remember URL address! You can then use this address for all your promotional needs and easily communicate it to your audience. So why wait! Increase the visibility of your activities now!



MANAGE GROUPS OF SUBSCRIBERS – MORE TOOLS AT HAND

Our new tool gives you more flexibility in the management of your subscribers. You can now save time and manage groups of subscribers all at once, instead of individually. The *Manage*

Subscribers page has been re-designed so that you can easily subscribe a whole group to another collection in one go, modify the subscription information (role and validity of a group) and list your subscribers according to various criteria – alphabetically, by role, start and end date, etc...



TRACK THE POPULARITY OF YOUR CHANNEL – REPORTS AVAILABLE

Would you like to know the number of views of your channel or a collection? Or even which are the top 10 most viewed videos? Now you can! With the new reporting feature you can

gauge the popularity of your channel and the value of your collections and videos. Channel administrators can access two types of reports – an overview that includes the 'lifetime' total number of views (of a channel, collection or video), or a trend for the last month that shows the evolution of the number of views of your channel or a particular collection.

EXPERIENCE IMPROVED USABILITY – MANY NEW FEATURES

This release includes various other new features to improve the usability and flexibility of your channel.

- Our web player has been totally re-designed in Silverlight. You will experience a faster response time in different services (email, embed, download). 4/3 and 16/9 video resolutions are possible for an optimal display and now audio comments can be attached to video scenes.
- A *search video* field is now on all the pages, so you can quickly find the video of your choice, no matter which page you're on! As a whole, navigating through a collection has become much easier!
- Set a default channel for a user and return to it with just one click! A link to the channel of your choice will always be displayed in the top banner so that users can navigate through the site and in no time return to the default channel.

- Anonymous visitors can view and/or download content from public channels, based on the rights set by the administrator. The latter decides whether a subscription is necessary to either view or download content from his/her channel.
- Log in to dartfish.tv once and stay logged in! As you will be remembered on your PC, it will not be necessary to log in to dartfish.tv more than once.

DO YOU PREFER A VISUAL DESCRIPTION?

Then *follow our online video tutorials* that take you through all these new features step-by-step.

NEED MORE INFORMATION?

Contact us: contact@dartfish.tv

Visit www.dartfish.tv

Keep track of all the new features of dartfish.tv

