



The Next Generation of Web Hosting News

WHIR TV is an engaging online broadcast featuring the latest industry events and interviews, comment and opinion with the most influential people in the Web hosting world. WHIR TV provides viewers with a unique perspective on the rapidly evolving Web hosting industry.

www.thewhir.com/TV

Technical Information

Launched in 2005, WHIR TV is one of the longest running technology video blogs on the Internet, and is produced by a genuine TV production team. Each segment is shot in HD (16x9) and is produced specifically for optimized computer viewing, as well as mobile media devices like iPods, etc.



Larissa Primeau, Producer
Matthew Campagna, Videographer

WHIR TV "Video Features" Product

In addition to our regular coverage, companies can now request paid video features, where WHIR TV will visit your offices to interview selected executives, clients and partners and record a video tour of your data center or offices. This unique product includes promotion on our site all year long with a complete marketing package.



What We Do:

- Have WHIR TV host Larissa Primeau visit your offices live, to interview selected executives, clients or partners of your choice
- Data center video tours
- Office/campus video tours
- Product demos
- Feature interviews

WHIR TV Segment Options:

- **Data Center / Facility Tour** (guided tour of your data center and/or offices)
- **The One-on-One Interview** (an interview - planned with your input - with key executives, or clients for a testimonial)
- **Under the Hood** (focus on the operation of a certain aspect of your business or product)

What Your Fee Covers:

- Promo on theWHIR.com all year long!
- Travel and lodging costs for WHIRTV team
- Pre-production
- Post-production
- Production
- Footage

What You Get:

- Your company's various five minute video features archived on www.WHIRTV.com
- Your video feature rotates in the video box on all pages of www.theWHIR.com
- A blog post about your company's video feature in our WHIR Blogs section
- An exclusive email blast to all WHIR email subscribers promoting your company's video feature (a \$5,000 value!)
- Selected edited footage for your company's own use (for online video ads, radio ads, TV ads, PR, internal/ external communications, sales material, presentations, etc.)
- Transcripts of your interviews, per your request
- Submission of your video feature to 11 different video sharing sites like YouTube, Veoh, Brightcove and more

For more information, contact Larissa Primeau

Phone: 416-925-7264 x226
Email: larissa@thewhir.com

