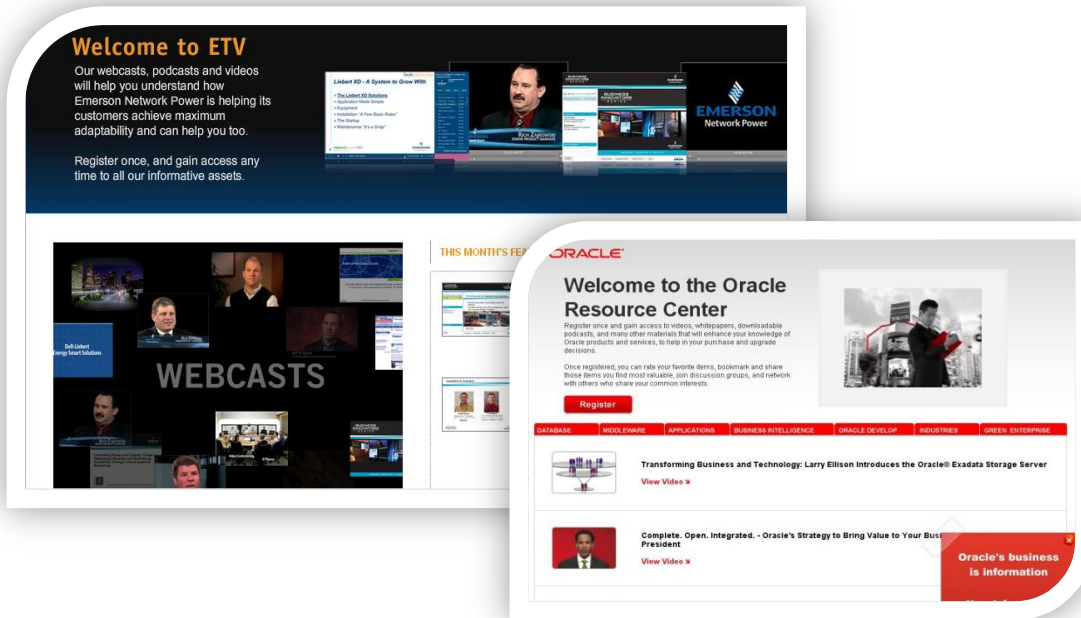


ON24 Media Center

Accelerate B2B Lead Generation



Key Benefits

- Accelerate lead generation and deliver high-quality leads to sales
- Effectively engage and inform more people in the sales cycle with smart aggregation of your rich media assets
- Connect with prospects using professional networking and communications tools

Today's marketing organizations face a growing number of lead generation challenges. Improving lead quality and more effectively engaging buyers are common concerns. ON24 Media Center is designed as a fundamental component of a comprehensive lead generation process.

Providing compelling educational content is critical to engage new prospects. ON24 Media Center aggregates your lead generation assets - webcasts, podcasts, digital video, white papers and more - to accelerate lead generation and improve lead quality. ON24 Media Center is a virtual library for your rich media, integrated with powerful registration and reporting to capture and qualify new leads.

Make these Assets Work for Lead Generation

- ✓ Webcasts
- ✓ Podcasts
- ✓ Product Demonstrations
- ✓ Flash Media
- ✓ White Papers
- ✓ Case Studies
- ✓ Research Reports
- ✓ Newsletters



Key Features

Compelling Presentations

ON24 helps you create a high-impact online presentation that engages and informs your target audience. Select from media center design templates or design your own. Incorporate your branding easily into single- or multi-page microsities that guide the viewer to your content. Presenting rich media in ON24 Media Center is an excellent way to leverage existing assets, including webcasts, podcasts, videos, white papers and case studies, as powerful lead generation tools.



Powerful Registration and Reporting

Capture and qualify the best leads at the lowest possible cost. ON24 Media Center gives you the flexibility of requiring registration on all or some of your content. Once a participant is registered, ON24 Media Center collects valuable data on visitor behavior and consumption of content. This capability alerts you to repeat visits and separates the truly interested from the casual browsers. Add lead scoring capabilities to automate the identification of high-priority leads for your sales force.

Engaging Professional Networking

ON24 Media Center incorporates powerful professional networking tools to help you drive greater engagement with those involved in the buying process. Visitors to your ON24 Media Center can bookmark, share and rate content for themselves and their colleagues. You can keep your subscribers connected by sending automated alert emails when content is added or updated. This enables you to leverage the communications channel and continue to engage with your prospects in an efficient manner.

The ON24 Team Delivers an End to End Solution

ON24 can work with your marketing team to design a media center that leverages your company branding and messaging. Once designed, our team continues to provide valuable services to help you grow and manage the content in your media center. For example, ON24 can provide translation of existing assets, podcast production and conversion of white papers to audio or video content.

"...I was very impressed by the overall ON24 experience, which enabled us to deliver our messages to the marketplace in a dynamic, interactive fashion and capture the attention of our target audience."

- Consultant, The Phelon Group

About ON24, Inc.

ON24, Inc. (<http://www.ON24.com>) is the global leader in webcasting and virtual events. More than 700 organizations in technology, publishing, life sciences, government and financial services rely on ON24, including IBM, Cisco, United Business Media, Credit Suisse, GE Healthcare and the National Science Foundation. ON24 is headquartered in San Francisco, with offices in New York, London and Singapore.