



The Internet Video Revolution

The Internet is in the midst of yet another revolution - the Internet video revolution. People are increasingly turning to the Internet to obtain information and entertainment in the form of streaming video.

There are two primary drivers of this revolution: increased penetration of broadband and the development of cost effective, easy to use tools for the creation of video content.

Video creation and distribution is now accessible to anyone.

The Benefits of Internet Video

Video is an extremely rich medium for communication. In addition to raw information, video gives the viewer a sense of who the participants are by including body language and interpersonal interactions in the information stream.

Video is more accessible to more people. Reading and literacy levels of the target audience are less important if the information is provided through video and audio.

Internet video is distributed via random access, or "on demand", rather than broadcast at a certain time. Access to the information is completely under the

control of the end user. This creates the opportunity for anyone to publish a personal "TV Channel" for as many - or as few - potential end users as necessary.

Internet video is viral. The dynamics created by the syndication - both attended and unattended - of video content across the Internet result in the potential of reaching and influencing a huge audience.

The eOrthopodTV Model

Relevant – We create the context to both produce and distribute relevant video content. eOrthopodTV is an extension of the highly successful eOrthopod.com service that provides patient education materials to hundreds of orthopaedic, physical therapy and musculoskeletal-related health care practices all over the world.

Simple – We make it simple for you to create effective content. Our expertise makes you look good. The interview format that we use allows you to create the video content that you need with minimal preparation or training on your part. Your job is to do what you do every day as you talk with your patients. Our job is to make sure we help you produce the video materials that enable you to communicate as effectively as possible.

Comprehensive – We have created a comprehensive “one call” package that takes care of all the details. Arrange a time, schedule a flight and we do the rest.

Fun – We wrap the package in a pleasant experience that includes the opportunity for the client to take time for recreation in one of the most interesting locations in the US – Montana. Everything in moderation, work and play in balance.

Distributable – We take care of the details of distribution. We make your video assets easy to integrate into your website and can also provide you with offline distribution media such as DVDs and CDs. But we don't stop there. We publish the video on our portal and make sure that it is available to all the major health care web portals for syndication. We spread your message for maximal effect.

Understandable – In the end, we make the complexities of internet video production and distribution easily understandable to you.

How eOrthopodTV Benefits You

Affordable – Our services are extremely affordable for you. Our goal is to create the most comprehensive library of orthopaedic information for patients in the world. We are willing to fund the cost of creating this content. That means you get to share in the benefits.

Accessible – You get access to expertise for video content creation and distribution designed specifically for your needs. We understand both the technology and your professional needs.

Contextual – We have worked for years to establish MMG as the premier source of musculoskeletal information on the Internet. Publishing your video interviews in this context adds value to the content you produce by providing credibility and legitimacy.

Syndicated – Video on your website is only the beginning. eOrthopodTV provides you with the power of syndication. We distribute your video beyond your practice website. Your video interviews are published on the eOrthopodTV website as well as on all major health care portals.

Personalized – Internet video is the ultimate in personalization for your website.



Be A Guest

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