

# Texas Company Makes Big Splash In IPTV

**Dallas, TX** – Think using a \$5.5 million dollar TV studio to shoot content to be broadcast over the internet is a little over the top? Splash Media, LP doesn't think so.

When you first enter the Splash Media studios located in Dallas Texas, you feel like you've walked right into an upscale Hollywood studio ([www.splashmedia.com](http://www.splashmedia.com)). But surely this can't be Dallas, Texas! The first thing to catch your eye is a wall filled with dozens of elegantly displayed awards won by the founder, Chris Kraft, and his esteemed team at Splash Media. But the real treat, the real meat and potatoes of this operation, is the studios, 3 in total, all equipped with the very latest in robotic cameras to support the state of the art 3D blue screen technology for their proprietary virtual sets. All of this technology is utilized simultaneously with their specially equipped central control room. The control room alone would make any major TV network studio blush with envy. One has to think to themselves, surely this can't be used to send content onto the Web!



like to consume information. Compared to 25 years ago, we are now an ADD society, due almost solely to the internet and its ultra-fast dissemination of information. YouTube has shown that our society wants its information now regardless of how relevant or inane that information may be, and we want it in small compelling sound-bytes.

In that same vein, you can throw the book publishing industry into the pile as well. There is no doubt, the impact of our "get it now" society has been a deep and painful one in the publishing industry, especially in the

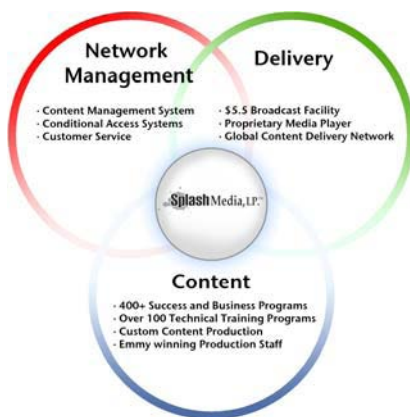
educational sector. E-learning is where many are turning to further their education, improve their trade skills, and even attain college degrees. Given the choice, the vast majority of those seeking specific education would elect to take a series of entertaining and certified On-Demand internet courses over reading a book on the topic. And why not? It's effective, it's efficient, and it's convenient. Whether you want to learn a programming language like C++ or learn to take digital photographs like a National Geographic expert, video training can all be available online instead of trudging through hundreds of pages of technical books.

IPTV, also known as Internet Protocol Television, is where these three worlds of internet, publishing, and television technologies collide. What does it mean for you and me? Well, if you're looking to the future, it means a lot because it doesn't take Nostradamus to predict that our reading and viewing habits of television and internet will eventually merge into one.

## IPTV and the Corporate Solution

Talk about being ahead of the curve, while other companies and organizations are spending millions trying to figure out how to use IPTV, Splash Media has already laid the ground work and set their plan in motion. Splash Media was delivering 11 hours of live broadcasting 5 days a week for a client exclusively over the Internet almost 3 years ago with Traders Television Network. It was the first network of its kind dedicated to a niche audience with live broadcast, video on demand, and network television quality. This particular customer was a trading software company that needed help reaching their worldwide customer base in order to teach their customers how to trade utilizing their software program. Yes, there were even professional hosts that would help the software experts keep the show entertaining and informative. "It was simply the single best way for them to train their customers to become successful using the software and thus created a loyal customer. We all know a loyal customer means a happy customer, which leads to more referrals and a lower churn rate for the company. It is simply a win, win for everyone," said Chris Kraft, President and Founder of Splash Media.

Splash Media parlayed their infrastructure and expertise in creating Traders Television Network into more niche based networks. Splash launched The Success Training Network



Oh, but it is. So why would a company spend \$5.5 million dollars on a studio to broadcast over the internet? Can't you simply buy a digital camera at Best Buy and start uploading content to YouTube? The answer is yes you can, but how is that different than what everyone else is doing? The answer is

simple. There are many companies out there trying to stake their claim in the new and fast expanding IPTV space. However, very few if any have all the pieces necessary to create, support, and deliver HD quality content across the internet. That is where Splash Media begins to set itself apart from the rest.

## Television, Books, and Internet Going the Way of IPTV

The future of television is a hot topic in technology circles these days. Everything is changing from the actual sets we view TV on to the method in which TV is delivered to our homes, and why not? It is and has been America's, if not the modern world's, favorite pastime since its beginnings in the 1940's. But the winds of change are blowing hard and new technology becomes obsolete before the dust can even settle on the shelf. Combine all this technology with the advent and the power of the internet and the possibilities are now infinite. The internet has fundamentally changed our viewing habits and the way we

dedicated to helping people help themselves in areas such as sales training, personal finance, health, leadership and a number of other personal growth categories. This network was launched as a monthly subscription model and continues to attract new customers from around the world with over 400 programs from the likes of Zig Ziglar, Brian Tracy, Stephen Covey and many more. "To be able to capture the best personal growth instructors from around the country and put their content in one place for people to utilize at their own pace has created a new approach to personal development. If you feel like watching Zig teach you how to sell at 4 a.m., then it's here for you.

TSTN allows you to access its content whenever you want, virtually wherever you want as long as you have an Internet connection, or even an iPod if you want to make it truly portable," says Kraft.

Soon after the success of TSTN came an even more niche based training network called xTrain. With the help of Splash Media, xTrain was able to become the leader in expert instruction and certified online training in a variety of industries such as, graphic and Web design, digital photography and art, Internet marketing and a number of other categories. xTrain has become a leader in online training because of its interdependent relationship with Splash Media. "What we were able to accomplish in 5 months would simply not have been possible with any other partner in the industry" says Jeremy Vest, President of xTrain.

With the success of TTV, TSTN and xTrain under their belt it quickly became apparent to Kraft that Splash Media could build these channels quickly and more eloquently than any other provider in the industry. The obvious next move was to turn their focus to corporate America and make IPTV attainable to Fortune 500 companies.

"Effective communication and training are the two weakest links in companies today" says Kraft. "We have the technology and the solution to very quickly take a company out of the 1990s and into a new millennium of reaching out to their employees and their customers. Communicating, training, employee attrition, regulatory compliance, customer retention, these are all huge issues that companies struggle with every day. It is not uncommon for companies to spend hundreds of thousands of dollars each year sending their employees to training seminars, or flying employees into their corporate training facilities for weeks of training that is soon lost forever in the minutiae. With our solution the company can dictate when and how they want to roll out their communication, motivation and training programs online at a far more cost effective and user acceptable pace."

There are a few players in the industry that provide Internet channels for customers but there are none that I know of that create Internet channels utilizing a state of the art \$5.5 million



Chris Kraft, President & Founder, Splash Media, LP

dollar studio, proprietary streaming video technology and a world class award winning production team which makes professional content both informative and fun. The difference with Splash is in the quality of the content and robust end user experience. Splash Media uses the same standards as network television broadcasts to judge their content. If it isn't fun or interesting, it simply isn't good quality and should not be broadcast.

"The two biggest priorities for companies are to retain their customers and their employees," says Kraft, "The key to succeeding at this is to get them to retain the information you give them.

Communication and training are just not effective when it's a shot in the arm. It has to be compelling, it has to be high quality, it has to be fun, and it has to be in front of them or available to them 24 hours a day, 7 days a week, 365 days a year, wherever in the world they may be."

It is that uniqueness that has companies from all over America clamoring to have Splash Media create their own proprietary IPTV channel online. Whether it is for employees or an entire database of a Fortune 500 company's customers, Splash Media creates internet video networks that meet the needs of its customers and staff. This year Splash is introducing a reporting functionality to allow managers to verify if their direct reports are watching training or compliance videos assigned to them.

Splash has taken the corporate IPTV world to a new level. When it comes to employee motivation, sales training, effectively communicating with your associates, the Internet is the obvious choice. But the answer is not just throwing a video on YouTube or on your company site and hoping everyone will watch it. The content must relate to the person watching it. It must mean something to them and it must be delivered in such a way that it portrays that feeling. "It is our belief that whether you watch something over the TV or the Internet, you should enjoy the same quality of content, this is after all the future of television and business communication" Kraft says. "Companies that harness the power of the internet with the latest technology will be the leaders of tomorrow. Those that don't will be left behind."

*For more information regarding Splash Media please visit [www.splashmedia.com](http://www.splashmedia.com). For interview inquiries please contact Chris Kraft at 972-392-6711.*