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## **Frost & Sullivan Introduces a New Approach to B2B eBroadcasting, With a Focus on Lead-Generation and Deep Prospect Information**

PALO ALTO, Calif.--(BUSINESS WIRE)--Feb. 3, 2004--Although marketers have embraced multimedia webcasts for years as good ways of communicating expertise, those marketers have also expressed frustration at weaker than hoped for lead generation and truly actionable information about potential customers.

Frost & Sullivan's eBroadcast service (<http://www.frost.com/prod/servlet/ecast.pag>) delivers a host of features intended to address those marketer concerns. In its most basic form, eBroadcast is a 21st century marriage of the 43-year-old global market analysis giant's popular analyst briefings/executive summits with state-of-the-art Web-based multimedia and interactive communication.

Today, Frost & Sullivan's eBroadcast service announces a new partnership with The Content Firm (<http://www.thecontentfirm.com>) as another step towards creating the most advanced Web forum being offered today. The eBroadcast takes the traditional 60-minute event and truly morphs into a fully featured customized six-month campaign.

The live event portion of an eBroadcast features an analyst and an expert panel dissecting a wide range of sponsored topics. Live interactive features include:

- Expert Panel Discussion
- Polling Questions
- Q&A

Afterwards, the contents of the live event are dissected and recreated in a format designed to be effective for six months, called a WebcastBuffet(R).

"One of the complaints of executives who attend a typical B2B eBroadcast is that it's virtually impossible for them to figure out specifically what will be discussed without investing the hour to attend," said Frost & Sullivan's Executive Summits V.P. and Partner Gary Robbins. "It's a chicken-and-egg problem. The executive needs

to know what he or she will learn by attending, in order to decide if it's worth the time. Our eBroadcast solves that problem with an eloquent text-intensive design. Participants can visit the page and learn precisely what information the event has to offer. And they can learn all of that in less than 60 seconds."

This new partnership allows that the decision then need not be whether or not to attend the full webcast. If that attendee is interested in Points 6, 9 and 23, that attendee can merely listen to just those points.

Another advantage of the eBroadcast WebcastBuffet(R) pairing is that the ongoing broadcast is by no means limited to what happened during the live event.

"Clients can bring in new panelists every week if they'd like, to discuss new developments. Our analysts can amend, add to or replace their earlier comments with updated thoughts," Robbins said. "That's the beauty of this approach. This is not what others offer, which is a static archive repeat of the live interactive event, even though none of the interactive functions work any longer. The eBroadcast is a living, breathing adapting forum."

At the most basic level of eBroadcast remains Frost & Sullivan's reputation, brand recognition and insights, and the interest of B2B executives to hear those insights.

"Frost & Sullivan's credibility and reputation on high-tech, healthcare and a huge range of global topics is superb," said Evan Schuman, CEO of The Content Firm Inc. "That's crucially important for us because all of these events are based on credibility and high-quality content. B2B executives attend these events because they will leave with information they can use and opinions and insights they can trust and quote. Frost & Sullivan is the ideal analyst partner for our WebcastBuffet(R) service."

#### About Frost & Sullivan

Expanding on Frost & Sullivan's (<http://www.summits.frost.com>), success of our popular Analyst Briefings and Executive Summits, Frost & Sullivan's eBroadcast Division delivers cutting-edge business strategies and solutions to its executive clients through interactive forums on the Internet. By combining the immediacy of the Web with the impact of streaming audio and video, Frost & Sullivan's eBroadcasts are one-hour topic-specific seminars packed with the information and insights needed to address real-world business needs.

#### About The Content Firm

The Content Firm Inc. (<http://www.thecontentfirm.com>) creates custom editorial content for marketers and publishers, including multimedia, online and print content. WebcastBuffet(R) (<http://www.webcastbuffet.com>) is a Web conference service, but The Content Firm also offers a wide range of other services for print products such as our newsletter service (<http://www.ultimatenewsletter.com>), online multimedia (<http://www.voicepoweraudio.com>), competitive and customer research (<http://www.intensereseach.com>) and repurposed editorial content (<http://www.justintimecontent.com>), among others. The Content Firm has created content for firms ranging from Dell, Microsoft, IBM, Oracle and Intuit to CapitalOne, the American Institute of Architects, ConEdison, J.P. Morgan and Healthspring.

WebcastBuffet(R) is a registered trademark of The Content Firm LLC

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