

Live Streaming Internet Broadcasting Company, Digitell, Inc. is helping organizations Capture and Leverage their Educational Content created at their Annual Meetings and other Live Events

**Business Services
Educational Content**

Digitell, Inc.
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**James Parker
President**

BIO:

Jim Parker is President and CEO of Digitell, Inc., a full service multimedia company that specializes in Live Streaming and Content Distribution Systems as well as developing Immersive Learning Environments for business applications. Mr. Parker is a 30-year veteran in the conference industry, servicing 90 organizations, such as the American Academy of Family Physicians, RSNA, and AICPA. With a staff of over 30, Digitell provides their clients with everything they would need, from complete content capture services, to live

streaming, webinars, tech support and event reporting. A civil engineer by trade, Jim's analytical approach to the logistics necessary to execute the services Digitell offers, has provided them with a reputation of offering "best practice" products, services and customer support.

About Digitell, Inc.:

Digitell, Inc. is a Digital Multimedia Development company specializing in assisting organizations to better understand how to leverage their educational content. With over 25 years experience servicing 150 organizations; Digitell utilizes this wealth of experience and knowledge to assist our clients in developing customized and cutting edge solutions to capturing, delivering and managing their education. With Digitell you get a complete solution, from registration to event management to tech support. We do all the work so you do not have to.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Parker, would you tell us the focus at Digitell?

Mr. Parker: Digitell is a live streaming internet broadcasting company that helps organizations capture the content that they create mostly at their annual meetings, such as the American Institute of Certified Public Accountants (AICPA). They will have many sessions at their conference. We capture and Live Stream that content in a high quality and interactive platform and deliver that content to drive revenue and exposure. There

is an enormous wave of opportunity for organizations as bandwidth and online experience of the end user is getting richer. The association market is one of the largest creators of content. At each of their annual meetings, they can generate upwards of 400-600 hours of educational content with all of these concurrent sessions that they run. We specialize in capturing that and converting it to a learning experience that we deliver online, live and also archived.

CEOCFO: Are you providing software or hardware?

Mr. Parker: We are one of the few companies that does everything. We literally work with the client from the beginning to coordinate their strategy of how they are going to deliver their content. We have a team of technicians that travel around the world and many times will hire local cameramen. We capture the education in two different formats. One format includes the video of the speaker with the VGA feed of the presenter's materials. We combine those into an online experience. Many organizations will then eliminate the video of the talking head and we will capture the presenter's materials plus the audio and develop a webinar format.

CEOCFO: How do you reach potential clients?

Mr. Parker: Our core marketing is through the three professional organizations in our industry such as the American Society of Association Executives, Professional Convention Management Associations and Meeting Professionals International known as MPI. We will exhibit and get arti-

cles written in their magazines, but really, these days it is just word of mouth regarding our success stories. There is a great deal of success in this industry. When you think about it, a few years ago you would have to bring a satellite truck into McCormick Place and broadcast via satellite. Today, we can do the same thing with a strong internet line and a laptop. Technologies have escalated our capabilities providing many organizations with options to reach their members, especially after 2009 and 2010 when we all saw an enormous drop in attendance. They have realized that they need to start addressing the online audience as much as the face to face.

CEOCFO: When you put it together and they get the end product, what does Digitell know about the process or presentation that would lead people to want to use Digitell?

Mr. Parker: I have been in the association business since the nineteen seventies. Association executives and their boards are completely different from corporate and university. Most of our competition comes from the university setting or from corporate, so they really do not have a depth of understanding of the association market and that really gives me a leg-up when I am building business models that meet their needs. Many associations do not have budgets so they need strategies that are going drive the revenue right up front, so our competitors do not have the expensive of delivering the service to associations. I have developed the systems that allow me to price my product so that an association can get in the game and have a successful event. Many of our competitors will be \$60,000 plus for a typical event, I try to price ours in the \$15-20,000 plus. That gives a much lower hurdle for an organization to be able to start getting into this business. Some of my clients are driving six figures in revenue on their virtual events and starting to look at that as some of the most profitable parts of their meeting and that is what is developing our services. In addition, some of the innovative

models that we have developed will change the revenue models within the conference space. As an example, we launched a product called Syndicast and that gives an exhibitor the ability to host an organization's event on their website. Therefore, they can email their community of customers and their sales team and say to join them on April 1st for the American Academy of Family Physicians annual meeting. Their customers can come to their website and attend the event hosted by them and we have developed the mechanisms to do that over and over again, which gives you great opportunity to drive revenue.

CEOCFO: Are there countries more 'friendly' towards video, or is it pretty much the same across the board?

Mr. Parker: I would say that our experience is that it is pretty much across the board. What does change is that each of our clients whether it is the Material Research Society or the

"Publishers need to start taking their content and bringing it online in an interactive format where they are hosting Live events and driving a completely different level of customer engagement."- James Parker

Radiological Society of North America or the American Academy for Anti-aging medicine. Each of those have different agendas and that brings them to different parts of the world. As an example, the American Academy for Anti-aging medicine, we did a great deal of work for them in Asia and China where there was an eastern influence in those types of their specialty. Many of the organizations are very much looking at Brazil and South America as ways of reaching new members. We look to do much work in that area. With Material Research Society, we just did some work where we collaboratively brought speakers in online from Saudi Arabia, Uruguay and brought them in as remote presenters into Boston. Two weeks ago, their fall meeting was in Boston and they had a panel of speakers but they wanted to be able to get input from students from universities in other parts of the world related to sustainability. We developed the ability to Skype those

speakers in, input them into a nice slick player that played in the session so all the people in Boston could listen and watch.

CEOCFO: Are there new services or tweaks that you would like to provide?

Mr. Parker: My personal goals relate to trying to bridge the gap between professionals and students. I think we do a poor job of that and that is part of why we are really not exciting the younger kids in this country with science, technology, engineering and math (STEM). We do not give them any high-level motivation and fascination like the gaming industry. My company also builds 3-D immersive environments and these are ways of engaging students so different than "Ok kids let's turn to page 52." We need to realize that the kids are being engaged in a completely different way and unless we take our learning more seriously and get the level of engagement higher, the kids look and go

oh boy another one of these books. We just are not keeping up and much of that is due to our traditions in this country whereas other countries do not have those educational traditions, so they are just going straight

to how to teach our kids the fastest. I hope to be signing a contract with the US News and World Report group who are running a conference called the stem conference in Austin Texas in June. That whole conference is all about bringing the collaboration, the people together who can start changing the way we excite kids in science, technology, engineering and math. I think these technologies are giving us the ability to do that like we did with Material Research Society two weeks ago, where we were able to take a professional meeting and engage college students from around the world. I think we need to do more of that, we need to be extending the excitement in those areas to the younger kids so that they understand. I am sure when you were in school, some of the questions you had on your mind were similar to mine and that is how to apply what I am learning today when I am going to be a professional. What is it I am expected of when I graduate and

become a professional, and where am I going to take my continuing life-long learning when I graduate from this university. Those are questions that every student has and I think professional organizations need to do a better job answering them.

CEO CFO: What is the competitive landscape for you?

Mr. Parker: The competitive landscape in my industry has changed considerably. Fifteen years ago when we were recording conferences, producing audio cassettes, CD'S, CD roms and a variety of physical products, there were probably three hundred competitors. I moved in and I was the leader in moving into delivering content from professional organizations online. I built the first and to this day, I think one of the largest libraries for Chautauqua Institution and I created the Great Lecture Library, which was at that point the world's largest library of MP3 files and it was lectures of brilliant people. I distributed that library of MP3 files to some of my professional clients just as a courtesy to see if they were interested in listening to any lectures from these brilliant people. My clients looked at me and said wow, this is awesome, and they asked if I could do that for them. That is what launched prolibraries.com, which is the world's largest resource of online education. Except for iTunes, which handles mostly music, we are definitely the largest. We have over 50,000 one-hour lectures with audio and Power Point in a variety of fields covering about a hundred industries. The landscape changed when I went switched from physical product to online and what happened in 2008 and 2009 when the economy dropped is that many unemployed people started looking for other areas. Many of the corporate companies that were delivering corporate video

started looking into the conference space. The landscape changed right around 2010 and we are starting to get companies that are moving into this space. They are companies that were in corporate and are now starting to move into the meeting space. Most of the physical product companies have gone. I would say that instead of 300 competitors I probably have maybe ten.

CEO CFO: Do you know of many others that have focused on associations?

Mr. Parker: There are not many, so that is where it has given me a good edge because I have been working with executive directors for thirty years. I understand their needs. There are a couple of these organizations that have been in the space for a good ten to fifteen years, which are out of the west coast. Most of my competition is out of the west coast. There is not much competition in the sense of directly to the association market, maybe four or five of us.

CEO CFO: What is ahead for Digitell?

Mr. Parker: I would say that what is ahead is very similar to what is ahead for the world and that is a massively changing landscape online. I believe, and this is what I am out there pitching, that the internet is changing from being millions of websites of buckets of static information to millions of websites of dynamically changing content, let's say a channel of content. That is where blogs and Twitter and RSS feeds are all the beginning forms of a website that literally is moving its way towards an ESPN or a CNN type moderated live broadcast. In my opinion, Digitell TV would be next and it would be a channel where we would carry live streaming of events from all over the world and then we would become a distributor of

those events to people who want to provide that content to their customer base. Let's take for example two weeks ago we live-streamed the Radiological Society of North America and reached 6,600 radiologists from all over the world, many of them watching hours of live content from Chicago. Imagine now having lots of those and then delivering them to say WebMD, so maybe WebMD or other medical websites would want to host the RSNA conference. Think of it as the guy that just jumped from 23 miles up, well his live-stream was available on many websites. The Super Bowl was available on many websites, that is what I see as the whole internet changes and becomes like cable television but instead of 150 channels, we have millions.

CEO CFO: Why should the business and investment community pay attention to Digitell?

Mr. Parker: I think Digitell is on the forefront of media delivery and I think that Digitell has incredible connections with very prominent organizations and publishers. We are in a huge transition from paper analogue to digital. I think that if I were to look at the investment excitement around our company, there are companies out there that are ten to twenty years behind the eight ball but have an incredible customer loyalty to their magazine. Publishers need to start taking their content and bringing it online in an interactive format where they are hosting Live events and driving a completely different level of customer engagement. I would say that the reason someone should keep an eye on Digitell, is because we are one of those companies that have invested in the technology to create the capabilities and there are many companies that wish they had done that.



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