

How to tell your story on PItCH!

Guide to publishing your broadcasts on Pharma Intelligence *the* Communications Hub (PItCH), a dedicated multimedia communications portal for the global pharma & biotech

Video Platform for your Multimedia Content Management

Informa Pharma Intelligence has chosen 3B NEXUS, the specialists in multimedia content management and delivery for the business and investment sector. In order for your broadcasts to be published on the PItCH portal, you must first register for a User Account at 3bnexus.com/platform/customer/signup or directly on the PItCH portal at scrip.pharmaintelligence.informa.com/pitch > click the **'Join Channel'** button.

Please observe the 3B NEXUS [Terms & Conditions of Website and Services Use](#) applying to your access and use of their platform, portal and media player services plus the contractual obligations in your Client Services Agreement governing the [Terms & Conditions for the Supply of Services](#).

1. Uploading your Broadcasts (videos, audio recordings, images, documents and texts)

From your registered User Account on the 3B NEXUS platform:

- Click **Upload Media** > then select **On-Demand Audio & Video**
- Upload your audio or video files, in several supported formats, and enter the properties such as: title, description, presenter information, company and website link and, if necessary, upload subtitles for language support. Attach up to six key documents such as press releases, transcripts, factsheets, profiles, presentations or financials to be distributed with your broadcast and easily sync slides to your video or audio to create full presentation webcasts.

Note: A punchy title and fully completed meaningful properties will enhance your broadcast SEO. Upload clean high resolution images in the sizes specified to maximize impact of your brand presence.

2. Submitting your Broadcasts for Publishing on PItCH

Click the **Options** button next to your processed audio or video file and:

- Select **Share or Distribute** > then select **Share One-to-One** option
- Search and select **pitch@informa.com** recipient account
- Checkbox on the account name in search results then click **Confirm Recipient & Share**

Allow up to 2 hours for your broadcasts to be approved and published between the hours of 0630 and 0030 GMT or BST. **On approval**, your broadcast(s) will be published on the PItCH portal.

3. Tracking Performance with Comprehensive Analytics

Once your broadcasts have been published, you can track viewers and measure traffic and audience reach performance with our comprehensive and real-time analytics including comments, questions and feedback directly from your User Account at 3bnexus.com/platform/stats/index.

Click on a broadcast title to drill down the detailed traffic and viewer report. Download the statistics into Excel for your internal analysis including data tables and charts about your audience, document downloads, viewer location, behaviour and relevance. Any viewer feedback, comments or questions are sent directly to your user account and email address.

4. What happens to your broadcasts after 12 months on PIItCH

Our obligation to host and promote your broadcasts on PIItCH portals ends after 12 months from the upload date; however, if your user account on 3B NEXUS Platform has content Storage & Delivery Credits, you may continue to stream your broadcasts on PIItCH for as long as you want including any shared, distributed or embedded copies published on any other websites including your own.

You own and control your broadcasts and all documents and other content you upload to your user account. You have 24/7 access to manage your content, to view and download analytics, pause, withdraw or delete your broadcasts from publication.

5. Making Payments

3B NEXUS is the primary service provider responsible for hosting and streaming PIItCH customer broadcasts, therefore, it is necessary to make your payments via 3B NEXUS platform to ensure your content is securely stored and timely delivered for publishing on PIItCH, without delay.

From the payment section at 3bnexus.com/platform/order/credits, select the option to ‘**Pay a Service Invoice**’ and enter the amount to pay based on your chosen PIItCH Service package option (see the section about "*Your PIItCH Benefits*"). Several payment methods are available including Credit/Debit cards, Bank and Wire transfers. Once funds are cleared, payment confirmation is immediately sent to your account email address and the Services are activated.

It is necessary for you to register your own account so that you can receive viewer comments, feedback, questions and inquiries directly to your email inbox. Furthermore, it is necessary to make payments directly from your account so that, where applicable, you can enter your company VAT number particularly for EU countries, to avoid being charged VAT and for the purpose of instant confirmation, invoicing and promptly receiving the services you require.

6. Contact

PIItCH Sales & Marketing

About selecting your multimedia and marketing packages, any questions concerning promotion of your broadcasts or if you are interested in marketing, advertising or other Informa services.
pitch@informa.com

General PIItCH Support

About uploading your broadcasts, syncing presentation slides to videos, making payments, tracking performance with analytics or if something is not working.
pitch@3bnexus.com

7. Your PIItCH Benefits

PIItCH provides comprehensive targeted marketing services plus an entire online video platform infrastructure for your company to securely upload, store, manage and distribute unlimited broadcasts of your news updates, whenever you need to, and an opportunity to tell your own story directly to target audiences via a leading international sector publisher, Informa Pharma Intelligence.

Generally, PIItCH is promoted as a whole portal inclusive of all the content within it. This forms part of the Multimedia (Standard Service) package. For further dedicated promotion of your individual broadcasts, the Multimedia & Marketing (Gold Service) package option is offered.

Multimedia (Standard Service)

Based on any number of broadcasts you publish on PItCH on a pay per broadcast basis

- i) Your broadcasts are published on PItCH public portals within Informa Pharma Intelligence's online publications, enabling direct access to thousands of daily international pharma & biotech industry wide viewers on scrip.pharmaintelligence.informa.com/pitch
- ii) A permanent link within the Scrip Menu bar will provide direct access to PItCH portal containing your broadcasts.
- iii) Direct links to your broadcasts will be distributed to general group social media followers at the time of release.
- iv) E-mail alerts are sent to PItCH portal subscribers immediately when your broadcasts are published.
- v) Search Engine Optimization (SEO) tags and RSS feeds of your broadcasts are generated and enhanced within the portal playlists.
- vi) Upload up to six of your key documents such as press releases, transcripts, factsheets presentations or financials for distribution with each broadcast. Also, add subtitles or closed captions to reach international viewers in up to seven different languages.
- vii) Publish your broadcasts on your websites to expand reach using the free embedded players, playlists and multi-channel applets.
- viii) Track performance of your broadcasts with comprehensive real-time traffic and viewer analytics, reports and charts.
- ix) Interact with your viewers with comments, questions, feedback, meeting requests and inquiries directly from within the PItCH portal.
- x) Retain content copyright, ownership and full control of your broadcasts. You own and control all your content with full 24/7 access to manage it, whenever you need to.

Contact Sales for PItCH Standard Service

Multimedia & Marketing (Gold Service)

Targeted promotion based on your commitment to publish a minimum of six (6) Standard Service broadcasts per year

- i) At least six (6) of your broadcasts will each be **distributed through Daily News Email Alerts** for five (5) consecutive business days, thus, **at least thirty (30) days promotion** via a banner image or text link, with title and description, to your broadcasts on PItCH. Each additional broadcast, above the minimum, earns another five consecutive days' promotion, ensuring your target audiences are regularly reminded of your brand throughout your financial year.
- ii) The dedicated promotion of your broadcasts includes ALL of the Multimedia (Standard Service) features plus exclusive international outreach offering the most comprehensive direct marketing that places your brand and messages in front of key decision makers over a minimum period of 30 business days. All your broadcasts remain live on PItCH portal for at least 12 months unless you choose to withdraw them.
- iii) Gold Service promotion of your individual broadcasts to international audiences targets investors, company executives, analysts, research, patient groups and journalists from the wider sector groups.
- iv) We are redefining distribution of your multimedia communications by providing a one-to-one touch point between your business and your target audiences. We are providing a complete multimedia, marketing and communications blend that is entirely customer focused with real-time, measurable performance results.
- v) The real-time traffic and viewing analytics provided offer a comprehensive insight into performance data, enabling a better understanding and opportunity to refine the content you create in order to amplify coverage and maximize your investor, corporate and media communications, worldwide.

Contact Sales for PItCH Gold Service

Note: In order for us to schedule your broadcasts for Gold Service promotion in the Daily News E-mail Alerts, you must notify us at pitch@3bnexus.com of your impending broadcasts at least 7 business days in advance of the required promotion dates. You must provide your broadcast title (max 100 characters including spaces), description (max 500 characters including spaces) and the correct banner image in size W120 x H80. If you do not provide this information in advance, your broadcast can still be published on PItCH, but the promotion in the Daily News E-mail Alerts will begin within 7 business days from the date when your broadcast is published. If no banner image is provided, we may use the title text to link back to the broadcast instead.