



Events and Conferences Success Story - Case Study

Banff World TV Festival

Now in its 28th year, the Banff World TV Festival (BWTVF) is firmly established as one of the “must attend” events on the world’s TV Festival stage. Hosted annually at the famed Fairmont Banff Springs Hotel and Convention Centre, the BWTVF (www.bwtvf.com) is dedicated to the development of business and creative opportunities for the television programming and new media industries.

With over 1,500 delegates in attendance, the Festival features seminars, Master Classes from industry notables, unique program pitch sessions, honours excellence in international Television, as well as providing a global platform for networking, discussion and debate while exploring current issues and challenges within the traditional TV and new media sectors.

Owned by the non-profit Banff Television Festival Foundation, BWTVF is managed by Achilles Media Ltd. Funding and financial support is provided by the domestic and international TV broadcasting sector, industry sponsors, public agencies, Government, independent producers and various industry suppliers.



The Challenge:

Trying to live up to its name as an innovator in the next media domain, were looking to expand their on-line presence and extend both the TV Festival and its sister Next Media Conference well beyond the five days of the conference and the 1,500 delegate universe who regularly attend Banff.

Having been involved with some earlier efforts to stream Banff related content in the late 90s, INSINC was perfectly positioned to assist conference organizers in capturing, encoding and archiving select Festival sessions and events, thereby affording delegates the opportunity to watch sessions they may have missed due to scheduling conflicts long after the June 2007 meetings were over.

“Given our prior relationship with INSINC a few years ago, we felt very comfortable that they would be up to any challenges we would face in 2007” said Kerry Stauffer, Achilles Media’s director of program competition and production.

The INSINC Solution:

INSINC provided on site production resources that included capturing multiple concurrent sessions. Over the course of the five day event, INSINC cameras recorded around 40 hours of content. The sessions were then encoded and archived and prepped for on-demand streaming over the Festival’s Website. INSINC also created a custom designed, Banff-branded media player.

The Result:

While on-site technical limitations precluded any “live” event streaming, INSINC was able to ensure that delegates to both the Banff World TV Festival and Next Media were able to access the multiple session archives through a secure, on-line platform, delivered in a timely and expeditious fashion.

The most extensive streaming project yet, Banff organizers were more than pleased with the results and relished the opportunity to rekindle their INSINC relationship. “Their consummate professionalism, no nonsense, non-intrusive approach to client relations and commitment to over-delivering on their performance makes the entire experience an enjoyable one from start to finish”, notes Stauffer. “We look forward to extending our collaborative efforts in the near future.”

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