Microsoft®
Virtual Earth™

Location Services for the Broadcast Industry

The changing face of advertising has driven broadcasting companies to pursue better ways of stimulating and monetizing customer engagement. This pursuit includes enhancing the customer experience, finding new revenue streams, and harnessing key performance metrics for business intelligence. With these steps, broadcasting companies build brand loyalty with target markets and drive increased advertising revenues. Achieving this goal is imperative today as the combination of consumers with little brand loyalty, changing advertising strategies and the proliferation of consumer options have begun to homogenize the industry.

Today's Challenges in Broadcast:

Poor Customer Connections

: : As the world becomes smaller, broadcasting companies need to find better ways of connecting people with events across cities, regions, and nations

: : Eroding revenue streams are forcing broadcasting companies to find new ways of accumulating new customers and stimulating loyalty among existing customers

: : As satellite radio and mobile players cut down on advertising revenue opportunities, broadcasting companies must pursue new revenue opportunities

Limited Business Insight

: : Coordinating and tracking reporters and photographers as they work on-location can be difficult for broadcasting companies with many resources

: : Managing research efforts can be difficult and often requires the coordination of many channels of information that is frequently tied to location

: : Key performance metrics are difficult to analyze, creating challenges for identifying specific opportunities of impact for the business

Barriers to Innovation

: : Changes in systems and websites can be costly to implement, difficult to scale, and cause substantial downtime

: : Broadcasting companies must offer new products and services in order to compete for revenue in the changing marketplace

: : Broadcasting companies need a way to group relevant information in central locations such as demographics statistics for media kits and targeted advertising

Virtual Earth Advantages

The Microsoft® Virtual Earth™ platform is an integrated set of services that combines advanced viewing options, including exclusive bird's eye view[1], aerial, and 3D imagery, with innovative mapping, location and search functionality. It enables broadcast companies to engage business partners and customers by providing innovative solutions and a visual display of data. Additionally, the service oriented architecture enables them to easily develop solutions that leverage customizable features and imagery, dynamic maps, driving directions, and powerful data visualization and reporting capabilities without significant financial investments. Broadcast companies use the Virtual Earth platform to realize the following benefits:

Empower: The Virtual Earth platform empowers broadcast companies by providing tools to help them manage data and connect to users more effectively. By leveraging the powerful Virtual Earth data visualization capabilities, they can use the platform as a foundation for building location intelligence solutions. Empowered with the most up to date information, broadcast companies can focus on connecting with users and delivering the best products and services.

Real: The Virtual Earth platform offers reliable imagery and data allowing broadcast companies to build a precise view of their organization. Exclusive Bird's Eye[1] imagery allows them to create richer connections with their users by allowing users to view and familiarize themselves with locations before arriving. Enhanced geocoding provides the most accurate and up-to-date results possible for efficient driving directions and position locators. Pushpin information boxes allow users to learn about a location or quickly visualize information relevant to that location. Combined, these features result in a more enhanced and immersive website experience.

Professional: The Virtual Earth platform utilizes open-standards based technologies, and offers flexible licensing options that fit almost any budget, enabling broadcast companies to develop innovative solutions through a cost effective approach. With 99.9% availability, broadcast companies can be confident that the platform services will be available when needed.

Locate. Innovate. Integrate.

Virtual Earth Platform for the Broadcast Industry

With the Virtual Earth™ platform, broadcasting firms can expand their product and service offerings to create more immersive experiences for customers. This enables deeper engagement that can result in better targeted advertising and help increase revenue. Using Virtual Earth, end-users can easily search, locate, and visualize event and destination information. Seamlessly integrate the Virtual Earth platform with websites, applications and services to deliver the highly visual and locally relevant broadcasting information customers and end-users care about most. Imagine the possibilities with Microsoft® Virtual Earth:

Strengthen Customer Connections

: : Export Virtual Earth live from a desktop to an editing bay and deliver the world to viewers, inserting high-definition Virtual Earth maps right into television programs

: : Increase opportunities for internet advertising by offering mapping and location services that will help keep users engaged and spending more time online

: : Keep viewers up-to-date with high-definition aerial maps integrated with GeoRSS feeds for weather or traffic tile overlays that update live as operators pan or drag maps behind the scenes

Improve Business Insight

: : Enable the assignment desk to direct and track reporters and photographers working on location all over the world providing driving directions

: : Quickly analyze key performance metrics by visualizing data integrated with business intelligence applications through layering data in the Virtual Earth environment

: : Implement Virtual Earth to direct investigative resources integrating maps with tax information, zoning, criminal databases, and other third party data resources

Grow Through Innovation

: : Expand current services by delivering new online offerings that leverage location and geospatial solutions

: : Through an open standards platform, Virtual Earth helps speed time to deployment and helps minimize IT costs by integrating with existing technology investments

: : Visualize data by integrating line of business applications with location based information such as GeoRSS feeds or sales performance statistics for specific stores

Virtual Earth in Action

Scenario: A major broadcasting company wanted to offer more engaging experiences for its viewers incorporating high-definition aerial maps that could update in real time. They wanted maps that would not only be recordings, but would display live as operators manipulated the maps.

Solution: The broadcasting company integrated Virtual Earth maps with both their televised and online offerings. By using a scan converter, it was able to put Virtual Earth maps and imagery directly into its programming. For shows that did not have to be aired live, the broadcasting company was able to export Virtual Earth from a desktop directly to editing bays.

Benefits: By using Virtual Earth in its programming, the broadcasting company was able to offer its viewers live map views of information on news event locations as well as traffic incidents and weather. It was also able to better connect its viewers with events in other countries showing high-definition aerial views of many locations and countries around the world. By integrating Virtual Earth with its online offerings, the broadcasting company allowed its viewers to access the same mapping information online that was available in televised programming.

More Information

For more information, please visit www.microsoft.com/virtualearth. In addition you may contact a Virtual Earth Sales Specialist: North, Central, and South America, e-mail: maplic@microsoft.com.
In Europe, Africa, Middle East, and the Asia Pacific region, e-mail: mapemea@microsoft.com.

1 Available in many metropolitan areas.

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