

# MetroVideoMonitor

Video Monitoring for Better Managed and Safer Cities

The Leading Source of Information on Public Video Monitoring Infrastructure and Applications

## 2009 Founding Sponsor Lead Generation Program

[MetroVideoMonitor.com](http://MetroVideoMonitor.com)

### MetroVideoMonitor

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#### Advanced Technology

- TSA VIDEO ANALYTICS
- POCKET WIRELESS CAMS
- HYBRID NETWORKS
- SELF HEALING HUBS
- THROUGHPUT OPTIMIZERS



#### Hot Topics

VIDEO SURVEILLANCE: ABILITY TO SCALE AND EVOLVE IS KEY

#### Christine Forget

INTEROPERABILITY CURE? VERIZON OFFERS CISCO'S IP BASED SOLUTION

#### Hot Topics

WIRELESS VIDEO SURVEILLANCE AT DNC AND RNC CONVENTIONS

#### In the Spotlight

Federal Grants for Speed Monitoring



Video Records Legislation

Miniature High Def. Cam

New State Approach to Privacy

Environment Award to video monitoring

#### 10 Steps For A Successful Procurement

- USER NEEDS ASSESSMENT > AWARENESS RAISING > MULTI-AGENCY APPS > LEGAL > BUDGETING > GRANTS & FINANCING > PROCUREMENT TOOLS > PROJECT MANAGEMENT > PERMITTING > USERS TRAINING

Apps Hands-on



Case Studies



Products



Events



## Background and Objectives

Technology advances and convergence in IP based video cameras, wireless networks, network management and video analytics software create new opportunities for government in areas such as public safety, city management, general surveillance applications, law enforcement and judiciary processes and intelligent transportation systems. Video surveillance benefits are considerable including reduced criminality, increased safety of law enforcement personnel, appropriate levels of response to events and enhanced productivity and effectiveness of government services in areas such as traffic management, public events monitoring, and crime documentation.

Most video networks include wireless hubs: overall, around 20% (and growing) of IP cameras sold are set up for wireless connections. Wireless networks' flexibility, availability and portability are critical aspects of the overall value of a video surveillance network.

Although market trends are favorable, funding mechanisms are often complex and video networks' procurement, purchasing and integration processes are often problematic due to lack of proper awareness and understanding of users' needs and of the opportunity to leverage video surveillance data for multiple applications and government functions and services. The procurement of projects is often based on hardware specifications rather than on clearly stated desired applications outcomes with performance criteria. The results is a lack of usability of video networks, an inability to leverage them for multiple applications, and a general failure to use public funding with optimum results.

In addition, overseers and project champions of video surveillance network projects face complex challenges in explaining the merits of their projects and seeking approval of diverse stakeholders including the general public, elected officials, legal departments, judicial authorities and the media. Budgeting and ROI considerations and the identification of funding sources are also a prerequisite to developing any project. A good understanding of those steps is among the most important success factors and lie beyond technical considerations.

*MetroVideoMonitor is published by the Wireless Internet Institute (W2i). Since 2003, W2i provides, state and local government agency executives and project managers with the premier source of good practices in support of broadband wireless deployments for better managed and safer cities. In that capacity W2i has reported extensively and produced white papers and webinars on public safety and video monitoring networks and applications.*

## MetroVideoMonitor

**MetroVideoMonitor's editorial content** addresses the challenges of highly qualified and diverse stakeholders in overseeing, specifying, planning, procuring, deploying, managing and using public video monitoring projects and systems, aiming to:

- Serve as a market awareness raising and education platform designed to promote the benefits of digital video monitoring systems
- Enhance video monitoring systems procurement process
- Facilitate the sharing of good practices among project champions in seeking constituents support and project funding
- Help advanced users to share their experience and access relevant resources

**MetroVideoMonitor is a portfolio of web-based information services** exclusively dedicated to wireless government applications, technologies and services, including:

- MetroVideoMonitor Web Site
- MetroVideoMonitor Newsletter
- MetroVideoMonitor Webinars

**The MetroVideoMonitor Web Site** provides "How To"s and references such as tutorials, case studies and standards for each project development phase such as user needs analysis, definition of desired project outcomes and interoperability requirements mapping site navigation to the key layers of a video monitoring project.

### Project Management & Good Practices:

- User needs assessment
- Stakeholder awareness raising methods
- Identification of primary and secondary applications
- Multi-agency considerations
- Legal issues
- Budgeting
- Financing
- Procurement
- Project management
- Permitting

### Technical Resources by Layer:

- Camera & capture set-up
- Power supply
- Transmission
- Management of real time streams
- Storage
- Archive management
- Interoperability with other systems
- Application interfaces

# MetroVideoMonitor

## Resource Center: Case Studies & White Papers

- Wireless applications
- Mobile video
- Event monitoring
- Disaster management
- Large infrastructure video monitoring
- Traffic and parking ticket management
- Video archive usage by judiciary
- Video Analytics

**The MetroVideoMonitor Newsletter** provides weekly industry headlines and thought-leaders' commentaries to a community of highly qualified and registered subscribers.

**MetroVideoMonitor Webinars** feature project champions and thought-leaders that have lead some of the most advanced video monitoring application deployment to completion, sharing their invaluable first-hand experience and lessons learned among peers freshly embarked or in the midst of their own projects.

## MetroVideoMonitor Community

- **Public safety, law enforcement & emergency response personnel**
- **Transportation authorities**
- **Public agency executives and elected officials**
- **Judiciary**
- **Other agencies using video data**
- **Systems integrators**
- **Professional associations**
- **Media**
- **Citizens**

Among the above audience categories, **MetroVideoMonitor** focuses on the information needs of individuals who serve as “champions” of digital video network and application projects. This audience encompasses several levels of competency that can be classified in three categories, mostly dictated by the size of the organization they serve:

- Project champions in small agencies or police departments with limited IT expertise or local resource available to them, often self-appointed
- Project champions with an understanding of the processes required to survey end-user needs and determine the desired functionalities of an application and its desired outcome
- Project champions and overseers who are involved in interagency projects and applications and have a solid understanding of user’s needs, usability and applications, technology and complex funding sources.

In order to address these heterogeneous levels of competency, **MetroVideoMonitor** seeks to:

- Offer content entry points and knowledge acquisition paths targeting each level of competency and their environment (example: large inter-agency IS team vs. local Chief of Police in a small town)
- Implement a tracking process to identify those web site visitors moving up the “knowledge chain” and engage them in follow-up activities. For example, inviting users who downloaded a white paper to attend a webinar as a next step.

**This program is designed for Founding Sponsors to:**

1. Become active participants in MetroVideoMonitor's unique thought leadership activities by:
  - Joining MetroVideoMonitor's Editorial Committee
  - Enjoying unlimited blogging privileges on MetroVideoMonitor's blog section
  - Shaping quarterly market surveys
2. Benefit from a comprehensive highly qualified lead generation program encompassing run of site and newsletter advertising, white paper posting and webinars, a \$75,000 rate card value

## Founding Sponsor Lead generation Program Benefits

Benefits for \$50,000 Founding Sponsor Package over One Year	Wireless Government Report List Value	MetroVideoMonitor List Value	Total List Value
Advisory Board Participation	NA	Complimentary	0
One year run of site ad	NA	12,000	12,000
One ad in monthly newsletter every other month	NA	4,500	4,500
Year long white paper posting in featured white paper section (to be refreshed periodically)	18,000	18,000	18,000
Lead generation reports	400 leads		0
Exclusive input and access to quarterly market survey	NA	Complimentary	0
Participation to two webinars/year	NA	25,000	25,000
<b>Package total list value</b>			<b>77,500</b>

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## Founding Sponsor Lead Generation Program

*MetroVideoMonitor is slated to start operation in cooperation with a select group of leading equipment and service providers whose strategic objective is to educate the marketplace, create a community of expertise and promote the usage of video networks with an emphasis on development and sharing of good practices in funding, procurement and deployment of complex, multi-agency video monitoring networks*

**Founding Sponsor Lead Generation Program:**

➤CY 2009: \$50k

➤Payable in 4 installments (1/quarter) of \$12,500:

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# MetroVideoMonitor

**A proven lead generation engine with:**  
**A unique set of information services addressing the needs of**  
**a narrow and highly qualified community of influencers and decision makers involved in**  
**the planning and deployment of high-bandwidth video monitoring networks and applications**

## State of the art lead generation vehicles:

➤ **White Paper Posting & Case Study Posting** respectively in the [Featured White Paper Section](#) and the [Featured Case Study Section](#) of the MetroVideoMonitor web site yield an average of 30 highly qualified leads a month to the advertisers.

*White Paper Posting and Case Study Posting services are available through two options:*

- *Prepaid: \$4,500 buys a credit of 100 leads (\$45/lead) which is debited as W2i sends you those leads until depleted. A renewal order is sent you once your lead credit falls below 20.*
- *Pay as you go: an initial posting fee of \$1,000 buys your first 20 leads. Leads are then invoiced monthly at \$75/lead. You can cancel this evergreen agreement at any time with a 30 days end of month notice.*

➤ **Expert Zones** are [Themed Micro-sites](#) featured on the front page of the MetroVideoMonitor web site and promoted through search engine optimization and advertising as premier resource centers on their dedicated theme.

Up to 60% of the content of an Expert Zone is under the production discretion and authority of the sponsor, providing him with a unique vehicle to:

- Promote products and services with proprietary content such as brochures, testimonials, case studies, white papers.
- Foster collaborative interaction with customers and prospects with dynamic tools such as surveys, webinars and discussion forums.
- Leverage the MetroVideoMonitor lead generation services and products

*Expert Zone service is available for exclusive sponsorship as an annual commitment for a \$2,500/month fee.*

➤ **Webinar** storylines are developed in cooperation with its sponsor. Webinars are entirely co-branded from promotion, to live execution, to post production. Beyond the live event, webinars have a post event shelf live in the [W2i Event Proceedings Section](#) providing the sponsor on-going highly qualified leads. Webinars have typically generated 150-250 registrants and archives are accessed on average by another 10 visitors/month for a total 270-370 highly qualified leads over a period of a year.

*Webinars are available for exclusive sponsorship for a \$10,000 fee or \$40-55/lead.*

## Coupled with:

➤ **Run of site advertising:**

- Provides brand exposure to the [MetroVideoMonitor](#) unique community of video monitoring project stakeholders
- Points the visitors in the direction of your sponsored White Paper Posting, Case Study Posting, Expert Zone or Webinar archive.

*Run of site advertising rate card:*

- *30 Second Ad with maximum of 3 loops,*
- *GIF; JPG; SWF formats accepted*

Space	Monthly	Quarterly	Annually
Home Page IMU (180x150)	\$2,500	\$2,250	\$2,000
Top Leader Board ROS (728x90)	\$1,500	\$1,250	\$1,000
IMU (180x150)	\$1,750	\$1,500	\$1,250
Skyscraper (180x450)	\$2,000	\$1,750	\$1,500
Lower Leader Board (728x90)	\$1,250	\$1,000	\$750

➤ **Newsletter advertising:**

- Provides brand exposure to the MetroVideoMonitor newsletter subscribers
- Points those visitors in the direction of your sponsored White Paper Posting, Case Study Posting, Expert Zone or Webinar archive.

*Newsletter advertising rate card:*

- *GIF; JPG; SWF formats accepted*

Space	4 drops	13 drops	52 drops
Top Leader Board (630x78)	\$875/drop	\$750/drop	\$625/drop
IMU (180x150)	\$1000/drop	\$875/drop	\$750/drop
Skyscraper (180x450)	\$1,250/drop	\$1125/drop	\$1000/drop
Lower Leader Board (630x78)	\$750/drop	\$625/drop	\$500/drop

**Given the highly qualified nature of the MetroVideoMonitor audience, it has been our experience that advertising on this site has been most effective when coupled with our lead generation services.**

**For bundled pricing please contact:**

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