

## Reach Audiences on Mobile Devices with Government Video

Mobile devices are becoming increasingly popular, giving anyone immediate access to the internet whenever and wherever convenient. Take for example the smartphone, which was introduced to the world in the 1990s. Today, smartphones make up approximately 45% of all cell phones in the United States<sup>1</sup>. And worldwide, sales of these phones grew by 96% from 2009 to 2010<sup>2</sup>, indicating a significant shift in the way we consume information.

Plus, with the emergence of electronic media tablets the mobile device market is only accelerating. In fact, as developers continue to build the latest mobile gadgets, some analysts are predicting that these devices will replace desktop computers as they continue to dominate consumer electronic sales<sup>3</sup>.

### Keep up with emerging technologies and reach audiences

How can the public sector keep up with technology to achieve true transparency and reach all citizens? First, government must ensure that their media content is available online and over mobile platforms. Second, it must be available over multiple platforms, regardless of the device and its operating system. Because of the sheer number of platforms and devices on



the market, the complexity of delivering to each, consistently, could deter an organization from taking advantage of emerging technologies.

To ensure that government reaches its broadest audience, it's important that video be available in multiple formats such as Flash, HTML5 and Silverlight. Delivering that information consistently over mobile devices can be labor-intensive, time-consuming, and expensive for an organization to support. This is where Granicus can help.

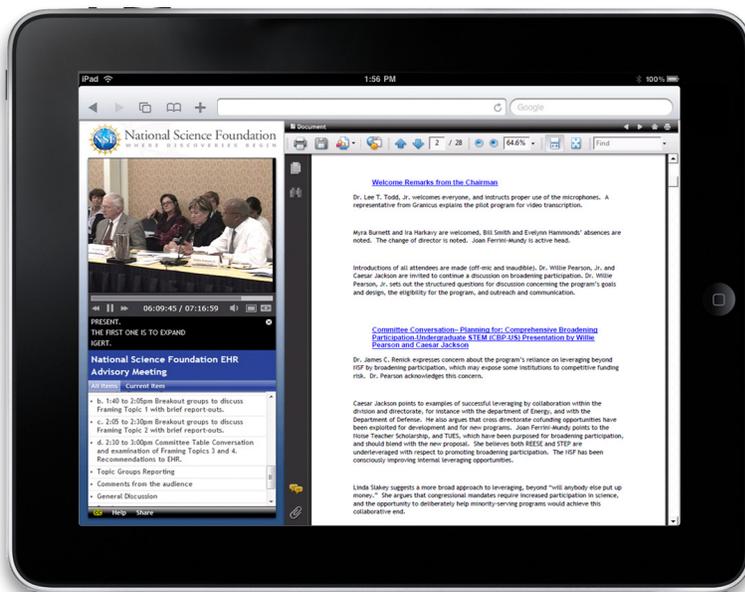
Our new streaming architecture enables government organizations to stream archived proceedings over leading platforms - iPhone, iPad, Android phones and tablets, and more - as well as through more traditional platforms like laptops and desktop computers. Your video is available with a consistent look and feel across all browsers for the best possible viewing experience.

Granicus understands the importance of being innovative and staying ahead of the curve in order to help government achieve greater transparency success. That's why we redeveloped our architecture to provide customers with the latest streaming advancements. Government can now reach its audience over popular mobile devices on the market today, and in the future, with archived streaming through Flash, HTML5 and Silverlight.

## New Streaming Architecture Features

- Support multiple players
  - HTML5 \*
  - Flash \*
  - Silverlight
- Cross-browser compatibility
  - Firefox
  - Safari
  - IE
  - Chrome
- Available on multiple devices
  - Android
  - iPhone
  - iPad
- Support high-quality video

\*Available for on-demand playback only



*Stream high-quality, archived videos to mobile devices with the same experience as a desktop computer with HTML5 and Flash players.*

<sup>1</sup> Nielsen. (2010, November 1). Mobile Snapshot: Smartphones Now 28% of U.S. Cellphone Market, Retrieved January 2011 from [http://blog.nielsen.com/nielsenwire/online\\_mobile/mobile-snapshot-smartphones-now-28-of-u-s-cellphone-market/](http://blog.nielsen.com/nielsenwire/online_mobile/mobile-snapshot-smartphones-now-28-of-u-s-cellphone-market/)

<sup>2</sup> Gartner. (2010, November 10). Competitive Landscape: Mobile Devices, Worldwide, 3Q10, Retrieved January 2011 from <http://www.gartner.com/it/page.jsp?id=1466313>

<sup>3</sup> Gartner. (2010, January 13). Gartner Highlights Key Predictions for IT Organizations and Users in 2010 and Beyond, Retrieved January 2011 from <http://www.gartner.com/it/page.jsp?id=1278413> [gartner.com/it/page.jsp?id=1466313](http://www.gartner.com/it/page.jsp?id=1466313)