



#### ARTS PROJECTS

the Boston Foundation  
Arts & Audience  
Initiative

Huntington Theater

The Childrens Museum

Simon & Schuster  
Multicultural  
Celebrations

RAW Artworks

Boston Arts Academy

The Strand Theater

Ballet Theater of  
Boston

#### SERVICES

Original Program  
Development

Creative Writing and  
Production

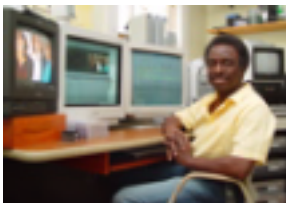
Video Crews

Digital Post Production

CD-ROM DVD

Web Streaming Video

Web Video On Demand



#### FOR IMMEDIATE RELEASE

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#### NEW WEB VIDEO ON DEMAND SERVICE FOR ARTS GROUPS

Brookline, MA. December 12, 2005 - Celestial Media announces **Arts & Performance VOD Packages**, a new web video-on-demand service tailored to the specific needs of arts organizations.

Whether it's called *webcasting*, *video-on-demand*, or *web streaming video* -- putting videos on websites is one of the fastest-growing uses of the world wide web. Many marketers believe that "rich media" motivates web visitors more than simple text and graphics.

The November 9th issue of BusinessWeek Online reports that, "*Online video has become a hotly competitive market as more advertising dollars move online and as improving compression technology and the spreading use of broadband connections has made it easier for more people to watch video over the Internet.*"

Celestial Media's **Arts & Performance VOD Packages** offer a specially priced online video kit consisting of performance or exhibit footage; an interview with the Artistic Director; a fundraising appeal from the Board of Directors; previews of upcoming performances; an appeal from the Development Director; and testimonials from delighted audience members/donors.

The **Arts & Performance VOD Packages** also allow clients to send unlimited quantities of email recipients a link to their custom video clips on the internet. In addition, the videos themselves can be embedded into clients' existing web pages.

According to Principal **Roberto Mighty**: "We work with our clients' development, marketing and audience development staff to produce interactive web video content. We then provide all of the production and web video hosting services you need to get that content onto your website, without straining your IT staff or ISP facilities."

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**About Celestial Media, Inc:** Celestial Media is a multimedia production company established in 1999. Celestial Media develops television, webcasting and dvd solutions for emerging and established corporate, non-profit, institutional, NGO and governmental organizations. Clients include several prominent arts institutions. Projects include web video on demand and network-affiliate television programming.

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