

World Trade Center-Television

Following and promoting the strongly growing trend and constantly increasing technological possibilities of moving images and information spread via the World Wide Web to a selective target group, **World Trade Center-Television** positions itself as the modern, contemporary, highly innovative communication platform for the World Trade Centers Association. The internet has not only become a natural medium, the everyday tool used by the target group interested in the WTCA service portfolio, but has established itself as THE information medium no.1 of this group. Therefore it counts to bind the existing WTC-clientel to the attractive offer of information and furthermore to get new potential clients and also new target-groups into the achievement potential of the World Trade Centers Association.



World Trade Center-Television is an efficient instrument for your World Trade Center-location and your World Trade Center-business partners with global functioning. It offers potentials of presentation possibilities for your/their respective service portfolios and communication goals.

No special technology required

- As a medium solely previewed to be financed through advertising, the view of the IP-TV format **World Trade Center-Television** is cost-, registration- and download-free for its users.
- The strategic orientation of **World Trade Center-Television** as an at all times also TV-broadcast compliant programme (terrestrial, cable, satellite), envisions the broadcast into local, regional and international (WTCA-/WTC-) partner networks as well as the cooperation with third parties, e.g. Regional-TV, Hotel-TV, In-flight-Entertainment TV, Fair-TV, etc. ...
- Through the use of a well known, by the user already 'learned' multiscreen-layout (Bloomberg-TV-format) – with up to six independent theme-channels presented on one screen, it is possible to feed the additional, at all times updatable channels with breaking-news, news services and WTCA-/your WTC-location news (text/image) alongside to the video-/moving-image contents (different programme-formats, WTC- and WTC-partner-reports, etc.).

An attractive programme for attractive target groups

With its targeted and highly popular programme-mix of e.g.:

- introduction of WTC-locations and other WTC-partner locations
- presentation of WTC business- and cooperation-partners
- international and global-regional news
- theme related programme-formats (e. g. MICE, business, lifestyle, wellness, etc.)
- WTC-location specific news/contents but also WTCA-news and reports

World Trade Center-Television catches its viewers in vivid surroundings, ideal for the target groups of **World Trade Center-Television**: decision makers, project managers of the WTC-business partners as well as of targeting potentially new WTC-business partners who will welcome the offer of this communication-instrument with high interest on a voluntary basis.

