

Why web moderation?

webplayers! produces flash-videos with the so-called *chroma-key method*. The advantages, compared to standard videos, are obvious: when the moderator is clicked, he or she becomes a part of the website and is able to refer to and interact with its content.

Interactive sequences can also be produced and uploaded at short notice, enabling dynamic rapid response promotions.

Through his personality the moderator underlines the image of the company. Moderated websites are particularly attractive for companies whose products or services may require explanation, for example technology or pharmaceutical enterprises. Lifestyle or tourism product providers can benefit because the moderator is able to convey the desired mood, attitude and peer-group identification.

Why *webplayers!*?

webplayers! is a young company with experienced presenters and we favour forward-looking, creative solutions.

We believe that being effective as a moderator involves much more than simply „knowing your lines“ and presenting them with a switch-on smile. Webplayers are personalities and we believe it is important to select the perfect „role model“ to fit your product. The development across the whole range of modern media shows that only people who come across as real (with all their „blemishes“ and imperfections, characters in other words) are perceived as authentic.

What we offer

webplayers! advises and creates concepts and scripts for website moderations.

webplayers! will find the right moderator for your website, a native or multi-lingual presenter if required. Of course, our clients are welcome to choose their own moderator, the company CEO for example, or a personality of their choice. In this case *webplayers!* offers the necessary know-how and coaching to enhance the performance.

webplayers! produces flash-video-sequences which our clients load onto their server. There are no additional costs based on server traffic.

For more information contact Ben or Sue on **+49 30 250 46553** or send an email to **info@webplayers.de**