

FTC Enlists VBrick for Distribution

It seems everywhere you look these days, someone's trying to scam the consumer. It's the mission of the Federal Trade Commission to stop illegal come-ons and to educate consumers about protecting themselves. And video is one of the best ways to do that.

"We see video as an integral part of how we communicate, internally and externally," said Nat Wood, assistant director of the FTC Consumer and Business Education Division. "Any time we do a campaign, we try to have a video component."

That means getting videos made about things like mortgage scams—the FTC distributed some 10,000 educational DVDs on that subject.

And then there's the pushback on the ubiquitous ads for a certain operation offering free credit reports; the FTC version fights song with song, in musical bits viewable on **FTC.gov/video** and the agency's YouTube channel.

The FTC itself doesn't boast big-time production facilities—it usually contracts out production and has limited in-house capability. But it also has a robust internal network of video, from training videos to closed or semi-closed hearings, to system-wide broadcasting. For those tactical videos, FTC has enhanced its capabilities with a VEMS (VBrick Enterprise Media System) from VBrick.

The VBrick system handles in-house cable systems; lets users send around specific recorded or live content on the LAN or WAN; allows inclusion of media presentations like PowerPoints; and provides a video-on-demand function.

And it saves bandwidth throughout because it detects viewers' locations and then streams them the video from a local server.

"These Webcasts, conferences are sometimes two or three days," said Wood. "Making that all available does require a lot of bandwidth." ★

MORE INFO

FTC VIDEOS
YouTube.com/ftcvideos
 or
www.ftc.gov/video.

REPRINTED WITH
 PERMISSION FROM THE
 MARCH 2010 ISSUE OF

Government
For federal, military, state and local government media professionals
VIDEO

WWW.GOVERNMENTVIDEO.COM

866-827-4251
 203-265-0044
www.vbrick.com

