



# WebTV gives Jyske Bank an edge

How do you get the fastest form of communication available and aim it at the right target group without incurring extra costs to your company?

# You start your own TV-station on the Internet!

Jyske Bank chose to do so, because they see WebTV as the strongest communication tool right now. Here you can read why.

## WebTV clears the way for new ways of communicating

The 1st of October 2008 Denmark got its first financial online TV-station when Jyske Bank launched its very ambitious WebTV project. You can find the TV-station website, based on Arkenas WebTV solution, at [www.jyskebank.tv](http://www.jyskebank.tv).

Jyske Bank's TV-station consists of four online channels and has its own staff of journalists, photographers and experts. It produces 10-15 live features a day about everything from the price of shares to purchasing a house in France.

But why does a bank choose to start its own TV-station? Manager of Jyske Bank's communication division, Lasse Høgføldt, has a clear answer to that:

"We chose WebTV because it's the strongest communication tool today. Primarily because it compared to traditional print media makes it possible for us to communicate much faster. Furthermore because we can deal with the content in depth which traditional media can't given that they depend on viewer ratings."

Jyske Bank is in this way able to comment on new numbers and information from their studio and put it on the Internet just few minutes after it's been released.

## Optimised communication at no extra cost

Jyskebank.tv features a number of interactive functions that enable the bank to manage and target its communication. It can among other things relate video clips to each other, send video links to different user segments and media channels, and users can sign up for rss feeds so they are told whenever there are relevant news. WebTV is in this way a powerful mean of communication, which can be utilized in many different scenarios. Jyske Bank uses it, among other things in the direct public relations. Lasse Høgføldt elaborates:

"The basic idea is that we want to make our clients wiser. Jyskebank.tv is opening up for fantastic new possibilities for our advisors. For instance because they can send a news item to a client before a meeting. If a client for example is looking to buy a house in Southern France, we can send him or her some footage with our correspondent there. In this way our clients will have something to base their decisions on beforehand.."

WebTV is a simple yet effective way of distributing content, because it can be seen on PCs, TV, mobile phones, iPods and much more. More and more companies abandon print communication completely in favor of digital communication. Jyske Bank has decided to put off their print magazines. The costs of print and postage alone has financed the WebTV project.



## Collaboration = good results

After just one week jyskebank.tv had several hundred thousands of visits. Positive mentioning in the press and approving comments from users and clients regarding both content, technology, usability and design confirms that the WebTV station has gotten off to a good start

"We have entered a path, where no one has gone before us. But the collaboration with Arkena has gone impressible well: They have been flexible and very attentive to our ideas and demands. At the same time they have challenged our own ideas and shown an incredible enthusiasm for the project. They have been available to us at all hours of the day when we needed them. Now we have launched in record time so I must say that they have realized the project to an A+"

When Jyske Bank in March 2008 employed Arkena as provider of the WebTV solution, Arkena already hosted the bank's other video content. Lasse Høgføldt explains how Jyske Bank had come to know Arkena through references as a very well-run, trusted company. So the choice was easy. And the launch of jyskebank.tv is far from the end of the collaboration between Jyske Bank and Arkena.

"In fact this is only the beginning of the project while you will see new and exiting things in the future on jyskebank.tv", Lasse Høgføldt finishes.

## Selected functionalities

- 1 RSS / Podcasting
- 2 Customised layout and branding
- 3 Dynamic display of content
- 4 Comment functionality

...and many more options!  
Contact us for a complete list of all the functionalities in Arkena WebTV.

## Contact



If you want to know more about Arkena WebTV and how Arkena can help monetize your video content, you can find more information on our website:

▶ [www.arkena.dk](http://www.arkena.dk)

Your are also welcome to contact Director of sales, Karsten Vandrup, for further info:

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