

# PAXSTEREO

Custom Internet Television Design Services



**Video + Social Networks + YOU = Viral Breakout!**

## Personal Internet Channel Setup Information

[CLIENT FORMAL]

[CLIENT CHANNEL]

CHANNEL DESIGN BY MARIO HEMSLEY

**Pax Stereo Tv**

**[www.paxstereo.tv](http://www.paxstereo.tv)**

3784 Northland Drive, Los Angeles CA 90008

323.296.6165 [info@paxstereo.tv](mailto:info@paxstereo.tv)



## This Custom Internet Tv Channel Package Contains:

### List of Package Contents

#### Client Information Package

- Welcome Letter
- Login Listing
- Work Item Spreadsheet
- Acknowledgment of Courtesy Services

#### Personal Social Network Package

- How To Use Your Channel
- Video Tutorial Listing
- Ning Information
- Mogulus Information
- Zannel Information
- Twitter Information
- MySpace AutoConnect
- Syndication Services
- Reference Articles

#### Enclosures:

##### CDROM (Flash Video Message & PDFs)

We have included this feature as a backup source of your login and setup information. We recommend you copy it to your computer drive and to an appropriate online data locker. Includes Video Message and High-Quality PDF printable versions of all packages.

#### Optional Enclosures:

- Carry Case
- Incense
- Cards
- Card Holder

#### How To Contact Us

Victor Allen, VP Marketing & Promotion  
victor@paxstereo.tv  
323 296-6165  
3784 Northland Drive  
Los Angeles, CA 90008



## Welcome To Pax Stereo Tv

[DATE]

re: [CLIENT CHANNEL]

Dear [CLIENT FAMILIAR],

Welcome to the Pax Stereo Tv Family, and the revolutionary world of Internet television. We trust you will find the experience of Internet television ("Tv") to be a rewarding and eye-opening experience. No doubt you have a project to promote, and have been looking for an innovative way to present it over the Internet and gain a new audience. Well, you have found that here. Prepare to be impressed with your new power, the power to interact with you friends and fanbase in ways never before possible. We have added Comedy Act Planet Tv to Pax Stereo Tv, the jewel of our NeoUrban community. Once you have had a chance to familiarize yourself with all the new features, drop us an email or add a comment to the channels. We love to hear from you.

Peace & Blessings



Mario Hemsley, MD  
CEO



Victor Allen  
VP Promotions & Marketing



## Login Listing:

[CLIENT FORMAL]  
[CLIENT CHANNEL]

The following memberships have been setup for you using the materials and information you have provided:

Mogulus.com  
User: [CLIENT USERNAME]  
PW: [CLIENT PASSWORD]

Ning.com  
User: [CLIENT USERNAME]  
PW: [CLIENT PASSWORD]

Zannel.com  
User: [CLIENT USERNAME]  
PW: [CLIENT PASSWORD]

Twitter.com  
User: [CLIENT USERNAME]  
PW: [CLIENT PASSWORD]



The Pax Stereo Broadcast Team: Vic, Stephanie & Mario

## Personal Social Network

Your Personal Social Network, complete with full social networking features has been setup and installed as follows at Ning.com:

[www.\[CLIENT CHANNEL\].ning.com](http://www.[CLIENT CHANNEL].ning.com)

You could make your personal website URL (**[www.\[CLIENT URL\].com](http://www.[CLIENT URL].com)**) point here too. This is what I suggest for those who do not already have a website. If you have one already, you have to decide whether to integrate with Ning or discard your old site. I have added some initial content to your Personal Social Network in each of the content areas (Video, Music, Blog, Notes, Photos, etc.) in order to facilitate layout and establish the basic look. You should add content as you see fit.

## Pax Stereo Tv Channel

Your Channel presense at Pax Stereo Tv has also been installed as follows:

Pax Stereo Tv  
[www.paxstereo.tv/artist\\_pages/\[CLIENT URL\].htm](http://www.paxstereo.tv/artist_pages/[CLIENT URL].htm)

## Support

Feel free to contact **Victor Allen** ([victor@paxstereo.tv](mailto:victor@paxstereo.tv)) with any questions at Pax Stereo Tv (**323 296.6165**). We are here and available to give you a hand



## How To Use Your Channel

### Step 1: Take A Look Around

- Take a quick look around.
- Watch video tutorials
- Take a detailed tour of your channel at Pax Stereo Tv
- Take a detailed tour of your Personal Social Network

### Step 2: For Immediate Impact - Interact

- Login into Mogulus, import videos from YouTube and edit your playlist.
- Login into Twitter and "microblog". (See Suggested Initial Microblog Messages)
- Post a video to Zannel from your mobile phone.
- Update your MySpace page by adding widgets (Mogulus, Ning, Zannel, Twitter) from your Personal Social Network.
- Invite your friends.

## Links

**Pax Stereo Tv**  
[Twitter Frequently Asked Questions](#)

**Create Your Label Tv**  
[www.createyourlabel.tv](http://www.createyourlabel.tv)

**Create Your Channel Tv**  
[www.createyourchannel.tv](http://www.createyourchannel.tv)

**Suggested Equipment**  
[www.paxstereo.tv/suggested\\_equipment.htm](http://www.paxstereo.tv/suggested_equipment.htm)

[Ning Frequently Asked Questions](#)

[Mogulus Frequently Asked Questions](#)

[Zannel Frequently Asked Questions](#)

[Twitter About Us](#)

## Video Tutorial Listing

(VIDEO AVAILABILITY SUBJECT TO CHANGE)

We have selected some videos to help get you started. Take a long slow look. If you have an appetite for more, do a search at YouTube.

### Ning

**Ning talks about OpenSocial**

<http://www.youtube.com/watch?v=IVYhdaavsw>

### Mogulus

**Mogulus - How it works**

<http://www.youtube.com/watch?v=4gVjPHAUpBo>

**Mogulus - Getting started(1/4)**

<http://www.youtube.com/watch?v=QRdFgHbxeT0>

**Mogulus - Importing clips (2/4)**

<http://www.youtube.com/watch?v=7aEdayzGG-M>

**Mogulus - Cueing clips, adding graphics (3/4)**

<http://www.youtube.com/watch?v=bXUMsUHqEBw>

**Mogulus - A live session (4/4)**

<http://www.youtube.com/watch?v=TPMKdPiZXf8>

### Twitter

**Twitter in Plain English**

A quick and plain intro to the micro-blogging service.

<http://www.youtube.com/watch?v=ddO9idmax0o>

**Twitter on CBS News**

<http://www.youtube.com/watch?v=1ouUrDZtMGM>

### Zannel

**Create Your Label: How and Why To Use Microblogs**

<http://www.youtube.com/watch?v=bvVVBUKgCZw>

**What Celebrities Say About Zannel**

[http://www.youtube.com/watch?v=u6Y\\_AQunk\\_s](http://www.youtube.com/watch?v=u6Y_AQunk_s)

# Ning.com- Your Personal Social Network

[www.ning.com](http://www.ning.com)

User: [User ID]

Password: [Password]

With **Ning**, we create a full social network for you, customized and branded as your own. You will have to register and **create your own profile** at **your** channel. This is your **privately controlled profile**, and separate from the channel's administrator profile. We encourage you to quickly make a profile (it can be done in minutes), but until you do, you can visit.

Here are a few of the features that come as part of your social network on Ning:

## Social Networking

- Members can invite new members, meet new people, and make new friends on your network.
- Full message center with address book importing from Gmail, Yahoo Mail, and Hotmail.
- See which members of your network are online now.
- Customizable profile pages.
- Photo slideshows, video players, music players, and network badges, that can be embeded anywhere on the Internet, seamlessly funneling new people to your network.
- Members can set different privacy settings for every photo, video, group, or blog post they contribute.
- RSS feeds of your network's features, such as members, discussions, photos, videos, music/podcasts, and blog posts.

## Full Customization

- Add your own logo, branding, and visual design to make your network unique.
- Choose from a variety of themes and customize them to make them your own.
- Make your network public or private.
- Customize the appearance of your branded photo slideshow, video player, music/podcast player widgets and network badges.
- Customize the profile questions your network asks when members join. Make questions private, so that the answers are only viewable by you and your Network Administrators.
- Enable "one-click" Facebook Promotion so your members can add photo slideshows, video players, and music/podcasts from your network seamlessly into Facebook.
- Choose to moderate photos and videos before they are posted.
- Choose from a set of supported languages (English, Chinese, Dutch, French, Portuguese, Spanish) or translate your social network into any unsupported language by changing one file in the code.

## Choose the features you want on your Social Network

The option to mix and match different features to create the perfect social network.

## Photo Sharing

- Upload photos from a computer, mobile phone, or Flickr account.
- Add photo comments, ratings, tags, locations, favorites, and share via email.
- Create, organize, and view albums.
- Create, view and "embed" photo slideshows branded for your network.
- View all photos across the social network.

## Video Sharing

- Upload videos from a computer, mobile phone, or any video service on the web.

- Add video comments, ratings, tags, locations, favorites, and share via email.
- Create, view and "embed" Flash video players.
- View all videos across the social network.

### **Discussion Forum**

- Start and tag a discussion.
- Add discussion posts and reply to those posts.
- Organize discussions by categories.
- Click through the personal profile pages of other members engaged in the discussion.
- View all discussions across your social network.

### **Groups**

- Enable members of your network to create groups.
- Enable members of your network to make groups public or private.
- Add group descriptions, images, discussions, and members.

### **Music & Podcasting**

- Create music and podcast playlists for both the network as well as for each individual member of your network.
- Create, view and "embed" Flash music and podcast players.

### **RSS FeedReader**

- Pull in a RSS feed to your network from an external source of news, information, or content.

### **Text Boxes for Widgets**

- Copy and paste in widgets from around the web or from other parts of your network.
- Add some HTML to a text box for further instructions or text on your network.

### **Member Profile Pages & Blogs**

- Member profile questions created by you for your network.
- Member blog posts with photos, files, and widgets.
  - Manage blog posts and moderate comments.
  - Choose the option to publish in the future.
- Ability to customize the appearance of member profile pages.
- Option to add widgets to profile page.

### **Management Dashboard**

- Choose to moderate photos and videos before they are posted.
- Define a set of Network Administrators for your network.
- Promote blog posts, photos, or videos from your member profile pages to the Main page of your social network.
- View members and outstanding invitations. Ban members from your network, as desired.
- Delete members, photos, videos, blog posts, comments, and forum posts, as desired.
- Add/edit features on your social network, as desired.
- Send broadcast messages to all of your members.



## The Ningbar

Ning platform services at the top of every social network that gives your members:

- The opportunity to register once and join any social network powered by Ning with the same Ning ID and email address.
- Easy access to all of their friends, messages, addresses, and social networks on Ning from one place.
- Search features to quickly access member profiles, photos, videos, and forums posts across your social network.

## Terms of Service and Privacy Policy Features

- You own the code running your social network and any modifications you make to it.
- You have full access to the profiles your members create on your network.
- You can create private questions where the answers in your members' profiles are only seen by you and your Network Administrators.
- You control all the content on your network.
- Full APIs enable you to back-up or migrate your member profile data and network content off your social network on Ning.

## Premium Service Options

- Option to run your own ads.
- Option to use your own domain name.
- Option to protect your social network.
- Option to add additional storage and bandwidth.

## Advanced Customization

You can also change not only how your new social network looks, but how it works too. For software developers with knowledge of PHP, Ning APIs, and the social network's code structure and guidelines, you can completely customize your social network's behavior.

If you are a member of a social network powered by Ning and need help, you'll find the answers to your questions here.

<a href="#">About Ning</a>	<a href="#">Flickr</a>	<a href="#">My Ning Profile</a>	<a href="#">Sharing</a>
<a href="#">Accounts</a>	<a href="#">Forum</a>	<a href="#">My Page</a>	<a href="#">Signing up / signing in</a>
<a href="#">Banned from a network</a>	<a href="#">Friends</a>	<a href="#">Newest Release</a>	<a href="#">Tags</a>
<a href="#">Blogs</a>	<a href="#">Gadgets (beta)</a>	<a href="#">Ning ID</a>	<a href="#">Text Boxes</a>
<a href="#">Comments</a>	<a href="#">Groups</a>	<a href="#">Online Presence</a>	<a href="#">Videos</a>
<a href="#">Español</a>	<a href="#">Invitations</a>	<a href="#">Photos</a>	<a href="#">Widgets</a>
<a href="#">Events</a>	<a href="#">Known Issues</a>	<a href="#">Privacy</a>	<a href="#">YouTube</a>
<a href="#">Facebook</a>	<a href="#">Messages</a>	<a href="#">Ratings</a>	
<a href="#">Favorites</a>	<a href="#">Music Player</a>	<a href="#">RSS</a>	

# Mogulus - Your Broadcast Platform

[Mogulus.com](http://Mogulus.com)

User: [User ID]

Password: [Password]

## What is Mogulus?

### A Revolution in Live Television

- **Mix Videos In Real-Time To Create Your Own Live Broadcast**

With Mogulus, you can blend your webcam, video clips from YouTube, and your own original content into your own unique TV program - and you call all the shots. When you're not broadcasting live, turn on the auto-pilot and let it drive your playlist.

- **Animated Television Graphics**

Make your channel look like a major network broadcast using our graphics library. Mogulus gives you a wealth of broadcast graphics including ticker, bumper, lower third name, and logo bug. Additionally, you can customize these graphics using your own logos and colours. Best of all, you don't need to be a designer to style your channel - you'll be amazed how simply Mogulus operates.

- **Multiple Producers, Multiple Locations, One Channel**

The Mogulus studio is a true multiuser application. Invite your associate producers from anywhere in the world to login, and you can mix with them in real-time. You can even broadcast their camera on your show, or they can broadcast yours. Let your imagination flow - brainstorm new ideas, invent a new television format, or just fine tune your broadcasts. You'll be in complete control.

## Free & Easy

The Mogulus platform is provided totally free. A short ad is inserted onto your channel every 10 minutes or so. Your channel is free for everyone to see on Mogulus, or embedded elsewhere on the Internet. There is no software to install, no special hardware required, and Mogulus works on Mac or Windows.

## Advertisers

In order to make this service free for broadcasters, Mogulus inserts one 10 to 15 second commercial advertisement every 8 minutes on each channel. They are currently building their advertising network. If you are interested in placing advertisements, innovative campaigns, or full program sponsorships, please contact their sales department at [advertise@mogulus.com](mailto:advertise@mogulus.com).

## Mobile Features

We are really excited to announce that Mogulus has integrated with mobile phone streaming provider Qik (<http://www.qik.com>). From now on, all Mogulus producers have the ability to go live with their mobile phone on their Mogulus channel.

## Zannel Information

[Zannel.com](http://Zannel.com)

User: [User ID]

Password: [Password]

ZANNEL is about life in real time - a way for you and your friends to share what you're doing, feeling, and seeing as it happens.

With Zannel, you post video, picture, or text updates from your phone to instantly start conversations. You can also follow friends, meet new friends, and watch videos on mobile and the web. Based in San Francisco, California, Zannel has built the first large-scale mobile Instant Media Messaging™ platform.

[join zannel](#) | [take tour](#)

How do I post an update to my page?

You can post video, picture, and text updates to your Zannel from your phone and/or a computer.

From your mobile phone:

- For text updates send an SMS with your text update to 58888 (If outside the US use +447797801545)
- For media (picture and video) updates: click the post update link from the homepage. You will see an email address listed on the page. Send a picture or video to the address displayed. You can save the address to your phone's address book so you only have to type it once. Note: Any text you include as part of your media message will be included in your update as the description.

From the web:

Log in, click on My Zannel and enter a picture, video or text in the upload box on the top of the page

More information at [Zannel.com](http://Zannel.com)

## Twitter Information

[Twitter.com](http://Twitter.com)

User: [User ID]

Password: [Password]

### **How does Twitter mobile features work?**

When you send in a mobile text (SMS), Twitter sends it out to your group of friends and posts it to your Twitter page. Your friends might not have phone alerts turned on so they may check your web page instead. Likewise, you receive your friends mobile updates on your phone.

### **From Wikipedia, the free encyclopedia**

Twitter is a free [social networking](#) and [micro-blogging](#) service that allows users to send "updates" (or "tweets"; text-based posts, up to 140 characters long) to the Twitter website, via [short message service](#) (SMS),

[instant messaging](#), or a third-party application such as [Twitterrific](#) or [Facebook](#).

Updates are displayed on the user's profile page and instantly delivered to other users who have signed up to receive them. The sender can restrict delivery to those in his or her circle of friends (delivery to everyone is the default). Users can receive updates via the Twitter website, instant messaging, [SMS](#), [RSS](#), email or through an application. For SMS, four gateway numbers are currently available: [short codes](#) for the [United States](#), [Canada](#), and [India](#), as well as a [United Kingdom](#) number for international use. Several third parties offer posting and receiving updates via email.

## MySpace AutoConnect Information

[www.myspace.com](http://www.myspace.com)

MySpace AutoConnect is a self-updating widget that synchronizes with your MySpace page automatically. Any changes you make in you your MySpace profile will be automatically updated at your channel. Your MySpace AutoConnect has been installed and requires no additional work from you.