



## **CREWSTUDIO from global virtual events specialist wtv. combines the authenticity of user generated content with professional video editing to enable unsurpassable brand engagement in 2021**

London, January 27th 2021 - **wtv.**'s CREWSTUDIO app and platform brings together user generated video content with on-the-fly professional editing capabilities, giving organisations the opportunity to authentically engage with diverse, remote contributors and audiences without sacrificing production quality.

CREWSTUDIO is available on both IOS and Google app stores and has already been adopted by a range of organisations including BP, World Bank and UNICEF.

The latest development to this platform is the addition of Teams - spaces which give communities of contributors a secure area where they can upload, share and edit their content.

James Brown, wtv. CEO, acknowledges the breakthrough this technology offers:

"User generated content isn't a new concept for us; we've long understood the virtues of giving individual voices within an organisation a platform, and in an environment where so many are physically distant and remote from colleagues and peers, this concept has become more relevant than ever.

Before the pandemic brought the world to a standstill, what attracted so many global organisations to CREWSTUDIO was the ability to create great quality video content without having to send a costly film crew to capture the action. Now, the greatest value of user generated video is in the democratisation of content creation, enabling communities and individuals to be seen and heard telling their stories.

We are constantly adding greater functionality to CREWSTUDIO, and are excited to announce that we will be integrating this video platform with our self-service webcast platform, EASYWEBCAST, so that film content can be seamlessly recorded and then broadcast during a live stream event to greatly enhance virtual experiences globally."

### **About wtv.**

wtv. is a leading global virtual & hybrid events company supporting the world's largest companies, organisations and Governments to engage their audiences through Virtual Events, Hybrid Events, Webcasting, and Technology Platforms. **wtv.** manages projects in over 50 countries in 25 languages for 200+ clients, with offices in Geneva, Zurich, Frankfurt, London, Madrid, and Hong Kong, and a global network of partners. wtv. is an IBM global business video partner.

Learn more at [wtvglobal.com](http://wtvglobal.com)

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