

Oddcast Case Study Windy City TV

The Company

Windy City TV, Inc. is an Internet television company whose goal is to reach and provide millions of Internet users the ability to not only watch a live Internet television show, but also interact with the show as it is being aired via the company's multilingual chat room. Windy City TV also owns and operates Windy City Radio, an online radio station that plays the music of unsigned artists.



“My experience with SitePal has been great. Oddcast has excellent customer service and access to SitePal and its services is 100% and consistently available. We are always excited about the new features that Oddcast is constantly adding that gives us full control over the interface.”

- Ezra Tillman, CEO Windy City TV and Radio

The Challenge

Windy City TV and Windy City Radio broadcast live and simulcast Internet television and radio programs from the company's Web destination. Executives at Windy City TV and Radio were looking for ways to achieve additional interactivity, differentiate the offering from other online broadcasting networks, increase traffic and drive additional ad revenue.

The Results

Windy City chose the Oddcast [V]Host Site Pal to help solve its interactivity challenge. Now, when visitors click on various pages within the site they are greeted by an entertaining host instead of a static Web page.

Within the first month of adding SitePal to www.windycitytv.com site visits increased from 15,000 to 45,000. The company now averages approximately 100,000 unique visitors each month. Windy City TV attributes this to SitePal and the word of mouth effect the product has had.

In addition, since Windy City added SitePal, the company has been able to close 7 out of 10 callers inquiring about promotional or design services, as opposed to 3 out of 10 before, resulting in additional revenue of \$6000-\$9000 per month – and still growing. Good search engine rankings and expertise helped a lot, but SitePal has made Windy City TV an even stronger ad buy.