



MEDIA **NEXT...**

www.medianext.in

Communication | Content | Convergence



Power of Print Platform

Even as new platforms are emerging, the conventional print medium stands the test of time. Print platforms have their own appeal and sanctity that make them the preferred medium of communication for many.

MediaNext understands the power of the print and its convergence with other media. Hence it offers you a range of services in the following segments.

- **News, interviews, features, special supplements, marketing supplements, pullouts, magazines, booklets and books**
- **Newsletters, brochures and other marketing collaterals**
- **White papers, case studies, success stories, research reports**
- **User manuals, training guides**
- **Media consultancy on refining and implementing editorial processes, developing new products, surveys of existing and prospective readers**

4



Glamour of the Audio-Visual Platform

The audio-visual medium has become a part of our existence, courtesy films and television. This strength can be explored and utilized to achieve tangible results for you.

MediaNext brings to you the glamour of the audio-visual platform with an array of solutions and services that you would hate to resist.

- **Promotional films, corporate films, digital signage films, training films, educational films, feature films**
- **Television serials** - fiction, non-fiction, game-shows, chat-shows, news-based programs
- **Social messages, documentaries**
- **Community radio, jingles, radio programs** - fiction and non-fiction



5

Newness of Online Platforms



Sharing Experiences through Training



The network of web, blogs and social media is poised to become an integral part of our life, especially that of the youth. This online experience holds tremendous business potential for you.

MediaNext has expertise in using online platforms. So here is what you can expect from us.

- **Website content management using text, photo, audio, video and other media forms**
- **eNewsletters, eBooks**
- **Content for Blogs**
- **SMS alerts**
- **News, interviews, voice messages for mobile service providers**
- **Managing online reputation through social media, providing forums for communities**

Media education has become as important an attribute in the making of a successful, influential media professional as for a corporate or an NGO. This necessitates systematic training.

MediaNext understands the importance of such an academic venture and offers media-related customized training programs for media houses, corporates and individuals.

- **Media students and professionals -**
Advancing the existing skills through training complementary to the syllabus
- **Media associations -**
Tie-ups with media associations to impart convergence training across conventional, current and future media
- **Corporate and political organizations -**
Training on how to face the media, the working of the media, and the requirements of the media

Playing on the Ground Events

Personal interactions often prove effective in the promotion of corporates, organizations and individuals in their chosen fields. There is a necessity to create a platform for such interactions.

MediaNext helps you in strategizing and conducting ground events, which would add value and help you achieve far-reaching results.

- **Events like workshops, seminars, symposia, conferences**
- **Concept, content and design of exhibitions**



Innovations in Media Products



MediaNext creates channels of communication for distributing information using print, audio-visual and online platforms. These products are developed and managed by MediaNext.

www.fillambazi.com

A portal devoted to Marathi films and Marathi television that includes promotion of films and serials through microsites and social media. It will also contain news, grapevine, box office reports, contests, and a flashback on Marathi entertainment industry.

School Post

A customized newspaper for any particular school, providing a platform for teachers, parents and students to speak on issues related to school and schooling.

About MediaNext

MediaNext is a company promoted by versatile media professionals of proven credentials. The Board of Directors of MediaNext includes -

Anand Agashe

Vast managerial and content experience in national and state English/Marathi mainstream media

Abhay Kulkarni

Expertise in co-ordination and dissemination of content across multiple locations in print media

Sunil Gokhale

High-degree proficiency in technical communication in the IT sector and vast experience in audio-visual media

Amit Tekale

At home with formulation of content policies in traditional and new media

Ganesh Kulkarni

Trained in online product development and employment of social media as communication tool



Contact

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