



Web firm Fastvibe acquired by TELUS; Big growth seen from aiding online investors

The Toronto Star

Thu 31 Jan 2008

Byline: Chris Sorenson

Section: Business

Source: Toronto Star

Tim Macklaier's original vision for Web-streaming firm Fastvibe Corp. was a way for investors to participate in a public company's annual meeting without having to leave their computers.

But the small Toronto-based company, which is being bought by Vancouver-based **TELUS** Corp. for an undisclosed sum, received a major shot in the arm after the U.S. Securities and Exchange Commission enacted new "fair" disclosure rules seven years ago.

That change meant public companies effectively had to find a way to include all investors in such routine events as analyst conference calls and presentations - a requirement that would prove to be accomplished most cost-effectively through streamed audio or video webcasts.

"I would say that, in 2002 or 2003, things really started to grow," says Macklaier, Fastvibe's founder and CEO.

"Some companies - companies like Apple, Microsoft and General Motors - might have tens of thousands of investors that want to listen to their calls."

Founded in 2000, privately held Fastvibe uses the Internet to transmit live or pre-recorded video and audio, bundling it with corporate logos, images and presentation materials.

Fastvibe claims the market for Web streaming in Canada is currently about \$69 million, but is expected to more than double to \$203 million by 2011.

TELUS said yesterday that it is buying Fastvibe in a bid to strengthen its corporate services portfolio. The phone company did not disclose how much it is paying for the nine-employee company.

TELUS has been expanding beyond the Vancouver-based phone company's traditional wireline and wireless businesses into information technology and data networks. That agenda includes a recent \$766 million takeover of Emergis Inc., which provides software and data management services to the health and financial services sector.

Fastvibe has 130 corporate clients, including the Bank of Montreal, the Bank of Nova Scotia, Barrick Gold Corp., TransCanada Pipelines Ltd., Ontario's Ministry of Education and Investors Group Inc.

The firm also sells its technology, which includes mobile webcasting equipment, to investor relations firms that in turn offer the service to other corporate clients.

Macklaier said he will continue working for Fastvibe.