

DIGITAL ENCODING FOR CONSUMER PRODUCTS

Build Brand With Digital Content

Distributing digital content is a great way to increasing sales and reaching more consumers. As consumers are spending more than ever on digital downloads. Content owners have a powerful opportunity to *expand their product offerings and adapt to the changing trends in media.*

SPEAKING YOUR CUSTOMERS' LANGUAGE

- The growth of the internet has changed the way media is purchased. 65% of daily Internet users consume video content online.
- Music, video, and audio download combined for over 6 billion in sales in 2007 and increase every year.
- Provide demonstrations or samples of products. 57% of online video viewers share links to the video they find online with others.
- Advances in technology are allowing consumer to carry their media on the go. Time spent consuming media from television has decreased 36% in the last 3 years.

KEY DIGITAL CONTENT ADVANTAGES

- Offer your content in multiple formats for use on varies platforms
- Bundle products such as music, video, and print in one package
- Eliminate Shipping and Handling cost of products
- No packaging, better for the enviroment
- Reach a broader customer base through online markets

WORKING WITH PERSISTENCE

- Quality: Reproduce your content at the highest quality
- Affordable: Competitive digitizing service prices
- Speed-to-Market: Get your content online and to consumers in a timely manner
- Innovative: Keep up with the latest trends in content delivery



"Capture The Imagination Through Media"

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