

## Engaging Supporters With Online Video

Online video is a compelling medium for public figures to *directly engage with supports, reach new viewers, and convey their mission*. As consumers are spending more time than ever viewing online video — according to comscore, online viewers watch an average of 3.4 hours of video per month — public figures need to adapt. Now public figures have a powerful opportunity to build support and grow new revenue streams.

---

### SUPPORTERS ARE WATCHING

- Provide compelling content for viral messages. Entertainment online video grew by 216.3% in 2007.
- Give sponsors an alternative advertising platform. Spending on online video advertising will grow from \$775 (2007) million to \$4 billion (2011).
- Recruit new fans and sponsors for your organization. 57% of online video viewers share links to the video they find online with others.
- Open up team activities, community services, and announcements to a broader audience.

---

### KEY ONLINE VIDEO METRICS

- Mobilize and inspire with the richness of video.
- Drive supporters engagement through branded web-series
- Leverage UGC campaigns to connect with fans and supporters
- Drive revenue with a wide range of ad formats and targeting options
- Reach new supporters, viewers, and fans through viral sharing

---

### WORKING WITH PERSISTENCE

- Quality: Production to showcase your content in the best possible light
- Affordable: Competitive production service prices
- Speed-to-Market: Get your content online and to viewers in a timely manner
- Innovative: Keep up with the latest trends in online video

