

ONLINE VIDEO FOR PRINT PUBLISHERS

Grow Readership With Online Video

Online video is a compelling medium for print publishers to *expand their content offering, engage new audiences, and grow new revenue streams*. 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 — Print publications have a powerful opportunity to use engaging video content to grow their online audience and expand their advertising opportunities

NEWS IS NEWS IN EVERY MEDIUM

- Extend reach to shifting audience needs. Over 33% of US online users ages 12-64 watch online video news stories regularly.
- Increase online ad inventory. Internet advertising expenditures in the US grew to \$16.8 billion in 2006.
- Reach niche audiences through viral video sharing. The number of women who use online video has increased 120%
- Publish video content to compliment articles. 43% of Web user age 18-29 say they watch news videos.

KEY ONLINE VIDEO METRICS

- Turn your website into a multimedia network
- Drive revenue with a wide range of new ad formats and targeting options
- Reach new readers, viewers, and users through viral sharing
- Contextually publish video within related articles and stories
- Give a human face to notable writers and sections
- Leverage UGC campaigns to connect with readers
- Promote and publicize existing text-based content

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



"Capture The Imagination Through Media"

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