

ONLINE VIDEO FOR RADIO BROADCASTERS

Broadcast With Video

Online video is a compelling medium for radio broadcaster to *drive on-air tune-in, engage new audiences, and grow new revenue streams*. According to comscore, online viewers watch an average of 3.4 hours of video per month, and as a result, broadcasters need to adapt. Radio networks have a powerful opportunity to use video to directly reach their audience and expand their advertising opportunities.

ON AIR, ONLINE, EVERYWHERE

- Distribute content to fans and niche music sites. More than 40% of the US online video audience watch clips of five minutes or less, consisting of news, movie trailers, music videos and TV shows.
- Grow new revenue streams. By 2011 online video will generate \$4.74 billion.
- Reach new audiences through widgets and social networks. Among online consumers age 18-24, 53% say that they seek out music videos.
- Rebroadcast entire concerts and interviews. 16% of adult Internet users say they watch full-length programming.

KEY ONLINE VIDEO METRICS

- Control your brand experience
- Drive revenue with wide range of ad formats and targeting options
- Introduce favorite on-air personalities
- Reach new listeners, viewers, and users through viral sharing
- Leverage UGC campaigns to connect with listeners
- Showcase artist and guest interviews.

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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