

ONLINE VIDEO FOR STORYTELLERS

Grow Audience With Online Video

Online video is a compelling medium for traditional storytellers 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 — traditional storytellers need to adapt. Play-writers, authors, etc have a powerful opportunity to use engaging video content to grow their audience and expand their advertising opportunities.

TRADITION MEETS TECHNOLOGY

- Broadcast entire play, novel, etc. online. 16% of adult Internet users say they watch full-length programming.
- Provide compelling content for viral messages and consumer sharing. 57% of online video viewers share links to the video they find online with others.
- Reach niche audiences through viral video sharing. The number of women who use online video has increased 120%.
- Enhance scripted material with video programming. Entertainment online video grew by 216.3% in 2007.

KEY ONLINE VIDEO METRICS

- Publish full episodic programming to compliment previously released or new material
- Drive revenue with a wide range of new ad formats and targeting options
- Reach new readers, viewers, and users through viral sharing
- Create entertaining video campaigns for book releases
- 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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