

ONLINE VIDEO FOR WEB PUBLISHERS

More Content, More Action

Online video is a compelling medium for web publishers to *expand their content offerings, 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, online properties need to adapt. Web publishers have a powerful opportunity to use video to directly reach their audience and expand their advertising opportunities.

INCREASE TRAFFIC AND REVENUE

- Deliver high-quality video experiences that integrate with your existing site.
- Build new audiences and retain existing ones. 137 million active online viewers watch video, a 60% increase since 2003.
- Develop new inventory for advertisers. Internet advertising expenditures in the US grew to \$16.8 billion in 2006.
- Increase page views and time spent on a page.
- Drive traffic to your site through syndication and viral distribution.

KEY ONLINE VIDEO METRICS

- Control your brand experience
- Drive revenue with wide range of ad formats and targeting options
- Integrate with your existing workflow to add video to your site
- Reach new viewers, viewers, and users through viral sharing
- Leverage UGC campaigns to connect with listeners

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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