

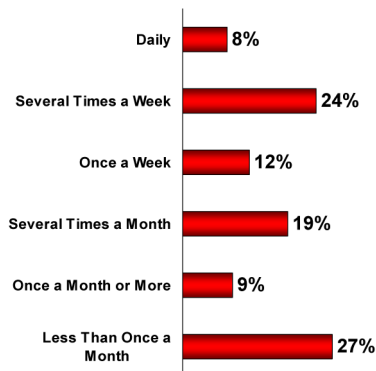
WHY WEB VIDEO?

More and more people in the United States and around the world are turning to the Internet for information. And, just like the move from radio to television, when you can see it and experience it, you're more likely to stay and involve yourself in "it".

According to a study by Google and AOL conducted by TNS, 78% of respondents feel that online video ads provide as much or more of an opportunity to learn about a product or service than television. Further, 64% of respondents have taken action after seeing an online video.



OVER 40% WATCH ONLINE VIDEOS ON A WEEKLY BASIS OVER 70% AT LEAST MONTHLY



AFFLUENT ONLINE VIDEO VIEWERS DO MORE ONLINE BUYING ACROSS PRODUCT CATEGORIES*

David Silverman, VP at Price Waterhouse Coopers, says *"The internet started out at the bottom of the rung 14 years ago, and is now the third largest ad-supported medium, behind newspapers and TV, passing radio and consumer magazines."*

(source: InternetNews.com)

Another independent study stated: Online video viewing across all age groups is strong and becoming mainstream. People take action after seeing online video content, especially those in upper income brackets. The Internet is the #1 media for each stage of the purchase process, especially true for upper income audiences. (source: online-publishers.org)

AccuStream iMedia Research says online video views delivered through professional content sites (such as YouTube) increased 50.3% in 2007 to 33.5 billion. Most credible sources believe this number to have increased conservatively by 50% since then.

People actively look for online videos...*

Major advertisers such as Budweiser, Ford, all of the major television networks, and others have all consistently utilized the internet for enhanced, longer versions of commercial spots that run on television. In many cases, they have created spots solely for the web that wouldn't be airable on tv.

You can reach tens of thousands of potential customers at a fraction of the cost traditional media will run.

*Why web video? **Because it works!***

Contact Craig Bell (425) 890-9705

*source: online-publishers.org

