

the POWER of video

Statistical Analysis of the use of video:

According to comScore, almost 70% of the internet population has watched online video and the average consumer watches 73 minutes of online video a month.

Research on the purchase patterns of online shoppers from Sellpoint, conducted by Coremetrics, has shown a 35% increase in the sales conversion rate between shoppers who took rich media sales tours, including video, and those who didn't. In addition, shoppers who viewed the "product tours" spent over two-and-a-half minutes more viewing product information on each product.

Information from emarketer.com

- Online video viewing jumped 34% in 2008
- 77% of Internet users had viewed online videos
- 12.7 billion online videos viewed in November 08
- 100 million video viewed every day on You Tube
- Average viewer watches 273 minutes of video
- Video Ads to grow by 45% in 2009

Information from comScore

Statistics and Information provided by:
comScore
emarketer.com
Jupiter Research
IRMA (International Recording Media Association)
Edison Media Research
Cambridge Associates
U.S. Digital Media

600% - The increase in response rate to video over print brochures indicated in a study completed by the Wharton School of Business.

>25% - The reduction in cost per response for video versus a print brochure, also found in the same study by the Wharton School of Business.

80% - How many people who receive a CD will view it within the first three days.

50% - The increase in viewers' memory/recall of information shown to them on video versus print.

25% - The high-end of conversion rates for marketing programs using video.

1200% - The high-end for return on investment (ROI) from marketing programs using video.

70% - The number of mailed videos that are watched.

20% - The high-end of those contacted who respond to unsolicited mailings using video.