

New MultiMedia Revenue Models



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Every Business Needs:

- Exceptional products and services
- A compelling message with strong branding
- Great user experience
 - In Person
 - Online
- Client engagement
- SEO

We help business:

- Manage customer relationships that drive brand value
- Build a foundation of communication
- Create cross-functional process for creating and nurturing profitable relationships with customers by encouraging purposeful dialog with them.

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Video
Blogging
QR Codes

SEO
Social Media
Print



Digital Video Production

Building tangible assets for your business

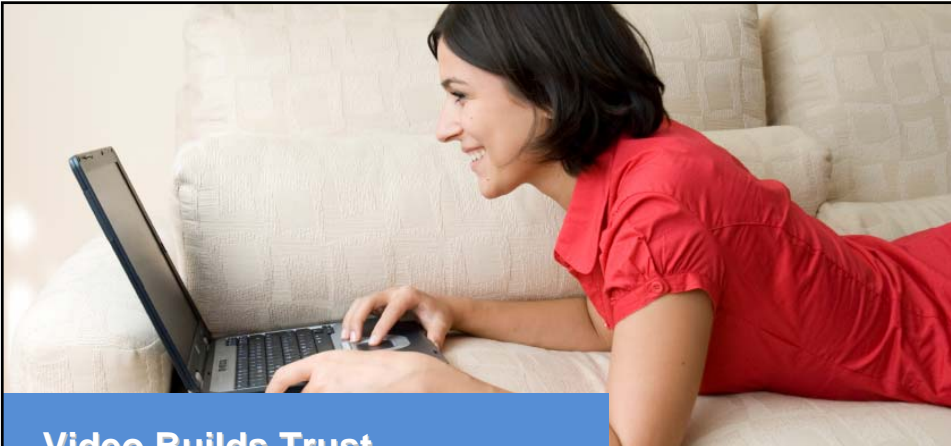
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Video Builds Business

Did you know 90% of online consumers say watching an online video influences their buying decision?


Source *Angus Reid Forum 2010



Video Builds Trust

2 out of 3 customers say they have taken action after seeing an online video ad.

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Video Builds Profile

Canadian consumers spend 53% more time watching online video than in the past year.

Source *Kelsey Group Canada Local video forecast




Video Builds a Connection

67% of Canada's total population viewed more than 5.1 billion videos online, with the average viewer watching 232 videos

in February 2011

Source *Com Score

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A 3D visualization featuring a bar chart on the left and a pie chart on the right, both rendered in shades of blue. The background includes faint grid lines and a glowing blue line graph.

Video Builds a Brand

In fact, websites containing video are 53 times more likely to appear on Page 1 of Google vs. a site that is void of video

Source: Forrester Research

A blue-themed graphic featuring several film strips that curve across the frame. In the lower right, a laptop is shown with a film strip appearing to enter its screen. The background is a gradient of blue with some abstract circular patterns.

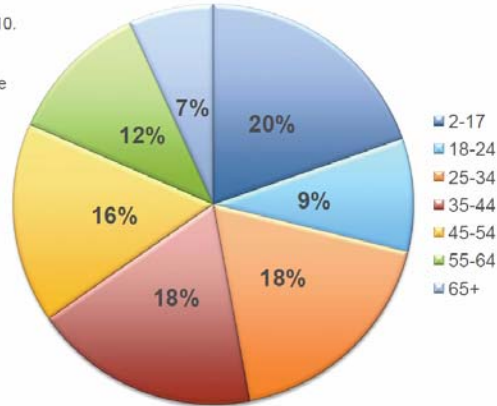
Canadians Love online VIDEOS!

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Online Video Reaches all Age Groups

Video reaches all age major groups online, with more than half of Unique Viewers (52.9%) over the age of 35 in August 2010. This is slightly younger than the Total Internet audience where 54.5% of Unique Visitors are over the age of 35.

Video Metrix: % Composition Unique Viewers



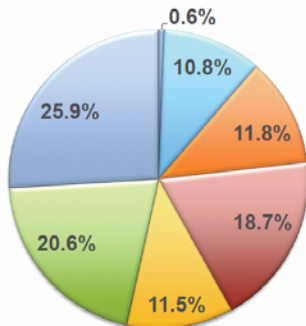
Source: comScore, Inc., Video Metrix, Canada, August 2010

Who is Watching Videos Online in Canada?

Online Video in Canada skews towards the higher income bracket. All demographics are heavily engaged, specifically persons aged 18-34 who viewed the most minutes per viewer and viewed the most videos per viewer.

Canadian Household Income

- Less than 15,000
- 15,000 - 24,999
- 25,000 - 39,999
- 40,000 - 59,999
- 60,000 - 74,999
- 75,000 - 99,999
- 100,000 or more




Demographic Video Usage

Persons - Age	Videos per Viewer	Minutes per Viewer
2-17	199.7	751.1
18-24	244.1	1,095.7
25-34	221.6	1,025.5
35-44	203.7	891.1
45-54	160.5	683.0
55-64	123.0	541.4
65+	110.7	383.4

Source: comScore, Inc., Video Metrix, Canada, August 2010

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Building Your Video Library

TIPS Work on evergreen content that you can add to
The web requires you to have updated fresh new content

Types of Videos

- Corporate Profiles
- Brand Education Series
- Hosted Lifestyle Video Series
- Short Documentary Series
- Product Demos
- Video for Trade Shows
- Video Blogs and Quick Tips Series

The Reach of Video



Print QR Codes Blogs

Metroland MCS DailyWebTV.com

E-News Dailymotion


Yahoo You Tube

In Store Metacafe

Your Web Site Viddler

Viral Marketing Howcast

5min



Why Blog?

- A blog keeps the website fresh
- In Google, Fresh Content = A Better Website
- Every Blog Article is an SEO Opportunity
- Blogging creates interactivity on your site
- A blog delivers new information
- A good post will highlight a service offered and why the user needs it
- Blogs Build Links
- Links build users

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Why Blog?



- Americans spend 22 % of their time online on social networking sites and blogs
- 78% of Internet users conduct product research online
- 57% of businesses have acquired a customer through their company blog
- Companies that blog get 55% more web traffic

Sources: Nielsen NetView HubSpotBlog.com/ State of Inbound Marketing Report

