

Online Video Marketing

Video Potential

Video capabilities go beyond entertainment and news. Videos can also educate, explain, inform and sell products and services. Schools and universities use video to teach; Government bodies use videos to explain their services; while many companies replace video as product manual and use them as marketing tools.

Nowadays video clips are uploaded online for distance learning, moments sharing and for one to one advertising. The internet explosion creates a host of opportunities using online video to promote almost anything. Video solution is a growing phenomenon encompassing the life-style of every individual.

Video Popularity and Advertising Opportunities

Guess how many online videos were viewed in December 2008? A whopping 14.3 billion videos! *And that is in the USA alone!* This is a thirteen percent increase from November '08 (12.5 billion) and from 11.4 billion videos in July 2008. According to comScore Video Metrix, a company that tracked video consumption, the average duration of videos watched was 3 minutes up from 2.7 minutes previously. In total, almost 141 million Americans or about half the US population viewed online videos in December '08.

So how can we ignore such a bullish trend regarding people's fascination towards online videos? The increase in video viewing could be attributed to the fact that viewers were seeking alternatives for fresh content. The sudden and increasing popularity of web videos has created a niche for online video marketing that will only accelerate further. Since 2006 video clips in digital format are often found on the internet where the massive influx of new videos was hailed as a new phenomenon having a profound impact on both the internet and other forms of media.

Sites like YouTube, Meta Café and Google Video have turned online videos into an over night success. The ability to view and share videos in a simple format has caught the attention of millions of internet users worldwide. By employing the power of attractive visual images, riveting dialogue, upbeat music and clear text, online video are fast becoming one of the best ways of catching the attention of internet users.

In addition to using video as a potent educational, learning and training tool, it can also drum up business, increasing traffic and accelerate conversion rates. Advertisers can exploit this unique opportunity to make impact on prospective customer. Online videos offer vast possibilities for interacting with targeted audiences. The era of low cost broadband, DSL and wireless internet connections has made online video marketing even more lucrative. The ability to embed Flash video files onto a web page has made the viewing experience smoother and less intrusive.

Easy Accessibility

Due to rapid development in internet speed connection, video presentation is now a very popular tool to carry individual, group, institutional and corporate messages. More people are now on broadband, DSL and wireless network compares to dial up connection a decade ago. This makes video download a breeze. Nowadays to download a complete video in less than one minute is very common.

Online video presentation is the next major revolution in people to people communications. There is no surprise that many video hosting and sharing websites such as YouTube, vSocial, Meta Café, Vimeo, Videoegg, Daily Motion and Google video has sprung up and became very popular.

Video Utilizations

The semiconductor video trade directory will be available for viewing and download at our website 24 hours throughout the whole year. Everyone can watch these semiconductor videos from our website or download into their computer and watch it at their own free time.

These video clips will be produced in high presentation quality format so that company can show them during seminars and for training purposes while university can use them for classroom presentations. The semiconductor videos will also be compiled into a set of DVD for circulations at major trade events to related target audiences.

Interactive Advantages and Feedback

The interactive capabilities of online videos give us the possibility to identify potential prospects for our advertisers. Through a simple verification process we are able to find out who are the viewers of each video clip; their product interest, demographic details, occupational information and the number of time they view each video clip. These are valuable information which a traditional printed directory cannot support.

These viewers' details are important for us to tailor our next volume of online videos and provide our advertisers valuable tips on how to place future messages and product placements to their targeted audiences. In addition feedback collected from the industry in general will be used to produce the next set of video clips to meet industry demands and expectations.

Video Production

In keeping every video concise and to maintain the interest of our audience, we intend to keep each individual video clip to a length of not more than five minutes if possible. To produce these videos we sometime uses actual product footage decorated with animation if necessary. In most video clips, we use relevant graphics such as drawings, graphs, charts, numbers presentations and in some instances even animations.

General product commentaries, interviews with experts, brief industry news and testimonials from past users may also be presented on some video clips. Mix with a pleasant presenter's voice, these videos are easy to understand and a joy to watch compared to reading from a text based publication.

Marketing Capabilities for Manufacturers, Agents and Suppliers

Video marketing provides boundless opportunities for company to position their products and services to the mind of each targeted audience. Through a technique known as **Product Placement** we permit a limited number of related companies to use each video clip for **Embedded Marketing** purposes.

Every video presentation allows the advertisers to strategically place and embed their messages, and each video clip is created to allow audiences to contact the suppliers mentioned in that video presentation. We will integrate within the script or through virtual placement to present those companies' names in that video in an *unbiased* manner. At the end of each video clip, advertisers will be thanked, credited and mentioned. At the bottom or side of each video frame, there will be spaces for other companies to advertise their banners, logos, contact information and text promotions.

With the declining value of many printed media, advertisers are now putting emphasis on digital advertising to increase ROI. Furthermore, with the increased demand for Digital Video Recorders (DVR), fewer people are watching commercials on broadcast media such as TV and therefore a sponsorship through product placement is seen as a preferred form of product marketing.