

Marketers Cite Interactivity as the Primary Advantage of Online Video

PermissionTV Survey Finds Marketers Look to Online Video to Reach Broader Audiences, Engage Prospects and Strengthen Relationships

WALTHAM, Mass. – November 5, 2007 – [PermissionTV](#), a leading interactive Internet video technology platform provider, recently polled advertising, branding and marketing executives and found that the number one challenge facing marketers is their ability to effectively reach and attract prospective customers. This comprehensive online survey supports and expands upon a [poll](#) PermissionTV conducted last month in which respondents from more than 350 major corporations, media companies and ad agencies cited Web video as a critical element in the marketing mix.

In addition, more than three-quarters of respondents cited interactivity as a significant advantage of online video (77 percent) followed by more than half of respondents noting reporting/analytics (59 percent), immediate feedback (57 percent) and establishing a direct relationship with their consumer audience (54 percent) as primary advantages of online video. Nearly half of respondents with online video initiatives in place documented strengthened customer and prospect relationships as a direct benefit (49 percent).

When detailing the results of online video initiatives, one anonymous respondent noted, “With Web video in place visitors stay longer and dive deeper into the Website.”

While nearly one third of respondents said they are redeploying more than 40 percent of their marketing budget from traditional media to the Web, many brands and corporations are still in the early stages of implementing online video initiatives. There was a near 50/50 split of those currently using online video – 51 percent noting that it was already in use, while 49 percent admitted an online video strategy was not yet in place. However, current projects are creating a new wave of best practices and online video initiatives are quickly evolving. In fact, the PermissionTV poll found that marketers currently implementing online video are using it primarily for product demos and Web-based commercials, while marketers who have yet to try online video believe that product demos and how-to video testing may be effective.

“The online video industry is still maturing, but early adopters are realizing that the medium delivers tangible business results,” said Bob Lentz, CEO of PermissionTV. “Brands are putting online video into action, consumer demands are changing and best practices are being defined and redefined. While the ways in which brands deploy video-centric experiences on the Web will continue to evolve, our experience has shown, and this survey supports, that the most successful online video initiatives will be powered by interactive technology platforms offering sophisticated tracking capabilities to truly optimize the user experience.”

About PermissionTV

PermissionTV offers a flexible platform for delivering innovative and interactive video experiences on the Web. PermissionTV tools empower companies to use video to capture new audience, enhance relationships and maximize customer value. Many leading Fortune 1000 companies, agencies, publishers and public service groups such as Agency.com, Bob Vila, FHM Magazine, Intercontinental Hotels, Mitt Romney and Toyota Scion work with PermissionTV to generate

awareness, engage prospects and deepen customer relationships. For more information, see www.permissiontv.com.

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