



** More than three-quarters of U.S. Internet users watch online videos*

Internet Television: the new mass medium

The Internet is becoming more like television everyday. You can download a favorite movie or documentary, view a breaking news segment, or participate in a live music event in real-time. You might come across a mobile phone commercial or get a sneak preview of a new cable-network adventure series.

The growing use of broadband has pushed online-video viewing into the mainstream. Over seven-five percent of Internet users with high-speed connections watch or download videos. Nineteen percent of online adults watch or download video on a typical day.*



webVideo Advantages

- *Visually communicate your message*
- *Leverage online brand presence*
- *Increased website traffic*
- *Build audience through video-sharing*
- *Boost website visual appeal*
- *Track viewer preferences*
- *Build direct relationship with viewers*

Merging the seductive power of TV with the global market reach of the Internet

What drives the Internet is constant interactivity. In this vast social-networking pool, users increasingly dictate what gets disseminated on the Internet. They tend to share videos they like with colleagues and friends. The increasing amount of online video sharing and companies' growing interest in Internet advertising unleashes unlimited potential for global market reach. But online video content is more likely to be viewed and passed around if it's compelling in some way--riveting, edgy, even humorous. Above all, it has to look good.

Producing for a unique medium

With over 15 years of award-winning experience in television and corporate video production and a passion for creating user-friendly, sophisticated online environments, Modio Media introduces **webVideo**, a new service providing sleek and effective online video solutions to promote your brand, product or service across the Internet.



** 62% of online video viewers say that their favorite videos are professionally produced*

To learn more about creating your webVideo, contact us at

MODIO MEDIA, LLC
www.modiomediamedia.com

USA
+1 (312) 239-8577

Italy
+39 055 5271180

Skype name
modiomediamedia

e-mail
modio@modiomediamedia.com

300 N. State St.
Suite 4210
Chicago IL - 60654
USA

Via Poggio Bracciolini, 55
52025 - Montevarchi (AR)
Italy

Entertaining. Informative. Cutting Edge.

The process is simple. We come up with a few good concepts built around your brand. We next shoot and edit video into short clips that have all the look and style of television. The video clips can be integrated into your website or you can create your own webVideo channel on a separate page, adding more video content over time. To really flex your marketing muscle, you can even post video clips on other websites and blogs that showcase your brand and message. The result: a more content-rich website that will increase your online brand visibility, reinforce client loyalty, and establish a more direct relationship with your online audience.

What makes good content for webVideo clips?

Because video is an intimate medium, it immediately establishes a more direct relationship with online viewers, and that's vital to building brand loyalty. Creative storytelling and high-production values are key to drawing in your viewers. What kinds of video content work best on a website?

For starters, a fast-paced look inside your company or business built around sleek visuals of your products and services. A mini-doc on the company's history or a multi-episode reality series profiling the people who drive the business and the office culture. A video profile of a new eco-friendly product touting your company's green philosophy, or one that spotlights an innovative client service you're about to launch. It could be a how-to video featuring a customer using one of your products at home, or even a behind-the-scenes peek at what goes into making that product. You can build a series of video clips around a related topic or theme.

Making your webVideo happen

Consult

Modio Media meets with you to discuss content ideas and style for your customized webVideos. We look at things like your target market, your online brand presence, the message you want to communicate, and how video clips can be effectively integrated into your existing website. We next send you a detailed project proposal and cost estimate.

Produce

Once we have a pre-production plan in place, we shoot the footage on high-definition video and create a rough-edit of each video clip, adding in graphics, narration and original music. We can even add in your still images and rights-free footage if appropriate.

Publish

Just before mastering, you screen the video clips and we make any changes based on your input. We master each video clip onto the requested digital format and turn this over to your website manager for uploading. We'll also help select the appropriate platform for displaying video clips on your website.

* Source Pew/Internet & American Life Project - www.pewinternet.org