

May 2008

**Building new advertiser platforms for video content with short form video messaging!**

As more consumers subscribe to high-speed Internet connections and wireless phone service -- far surpassing the current level of 260 million subscribers in the US alone, the need for platform operators to monetize the cost of video content grows.

That proven model is the 10-second short form video message, poised to pave the way for triple screen play...

And while the debate continues over which revenue model is best suited to monetize delivery of video content, a proven revenue model already exists that offers advertisers a targeted messaging platform that is non-intrusive on the viewing experience. Moreover, it is a model that has already received high marks from researchers and high praise from consumers.

That proven model is the 10-second short form video message, poised to pave the way for triple screen play – television, broadband and mobile -- resulting in an explosive demand for video content as well as services.

According to a study by Frank Magid Associates the length of a commercial generally has very little to do with its impact. Relevance, timeliness, topicality and content of the spot, are the key factors in retaining a consumer's interest.

Research has also shown that viewers have a very positive response to 10-second short form video messages...

Research has also shown that viewers have a very positive response to 10-second short form video messages. In another, earlier Frank Magid Associates study, funded by Sony, it was determined that overall, the aided recall level of a 10-second spot was 98% that of a 30-second spot. More importantly, in overall terms of impact on "favorable impressions of a brand and the likelihood to use or purchase", 10s and 30s were nearly identical, [although 10s did have a slight edge in both cases]. The study also concluded that viewers liked ads that were succinct and non-nonsense and felt the shorter ads were also effective as reminders and "call to action" for familiar products.

On another front, the Telecommunication Act of 1996 required broadcast, cable and syndication to be closed caption compliant by January 2006, allowing for a closed captioning component to be carried in-program. This integrated component utilizes a 3-second billboard with voice over that reads: "The following closed



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captioning is brought to you by [sponsor's name]"; and is followed by a sponsor's 10-second commercial.

This TIVO resistant, in-program environment allows an advertiser to distinguish its brand's message relative to other commercials. It is also shorter, easier to consume and the billboard introduction sets it apart from the commercial pod as the viewer prepares to watch his or her program.

Because the 10-second unit is long enough to carry a branded message yet short enough not to be intrusive, it compliments the viewing sensibilities of today's multitasking viewers who live by the mantra "show it to me now -- show it to me quickly!"

Along with connectivity comes content. Broadband and mobile have already launched ad-supported content. Advertisers and their agencies are already committed to planning and developing 10-second commercials for TV. These same spots can be easily migrated to both the broadband and mobile platforms, as they are timely, topical, targeted and relevant to the content environment.

Developing the right revenue model for new platforms is an ongoing process, but closed captioning and short form messaging allow platform operators the ability to monetize the cost of content while building their business and meeting their customers' needs.

Advertisers and their agencies are already committed to planning and developing 10-second commercials for TV.

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*TV10s is a sales and marketing firm specializing in the sale of closed-captioning sponsorships and promotional advertising. The company is dedicated to the expansion of advertiser opportunities through 10-second short-form messaging in a variety of both existing and emerging media.*



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