



VIDEO FACTS

In 2006 the Online Publishers Association conducted a survey of a representative U.S. population sample and reported the following:

- * 40% clicked a link or visited a Web site mentioned in the video ad.
- * 34 % went to the advertiser's site.
- * 15% requested information.
- * 10% forwarded the ad to a friend or family member.
- * 8 % made a purchase.

DID YOU KNOW?

Sixty-five percent of people who watch video on their computers, mobile devices or digital media players prefer watching professionally produced TV programming, according to ChoiceStream's 2007 Survey of Viewer Trends in TV & Online Video.

EFFECTIVE!

A study by The Wharton School of Business proved that video boosts comprehension and retention by 50 percent over live presentations. Other industry studies have shown that video expedites buying decisions by 72 percent versus print. In addition, studies show that six times as many people prefer a video to printed information.

The untapped potential of custom Web video advertising.

Add value to products. Encourage loyalty or involvement. Educate. Activate.

The Concept

One of the coolest things about an idea or concept on the Web is that when it takes off, it can propel a brand or company to seemingly instant fame and fortune.

The emergence of the high-speed Web connection and advances in streaming technology have fostered a new market for profitable Web-deliverable video content.

Engaging online experiences create dialogue between companies and customers that have the power to influence consumer behavior.

The Opportunity

BNP Custom Media will create a three-part series of customized Web-deliverable video ad segments. The series, based on interviews with a CEO or a designated corporate spokesperson and conducted by a BNP publication editor, are crafted to the needs of the client. These interviews have the ability to educate customers, raise product awareness, strengthen brands, and deepen customer relationships.

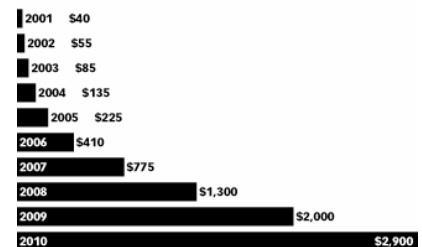
To create sales leads and track results, a special landing page on the related publication's Web site will prompt visitors to complete a sign-up form in order to view the videos.

This Web ad/interview approach provides advertisers with

capabilities beyond the boundaries of typical skyscraper or banner ads by delivering comprehensive, specifically targeted messaging.

By 2010 video ad spending online will become an almost \$3 billion business. "At some time early in 2010, one in 10 dollars devoted to Internet advertising will go for video placements," said David Hallerman, eMarketer's senior analyst and author of the report.

US Online Video Advertising Spending, 2001-2010 (millions)



Note: eMarketer benchmarks its US online advertising spending projections against the Interactive Advertising Bureau (IAB)/PriceWaterhouseCoopers (PwC) data, for which the last full year measured was 2005; online video includes in-page and streaming video. Source: eMarketer, October 2006.

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The Future

The combination of technology and storytelling gives us a new sales opportunity that can produce positive results for our clients. Video will remain a small portion of the overall ad spend, but will grow as a percentage of online spend. BNP's Web video ads are an introduction to a variety of innovative and profitable ad sells...and enhanced customer relationships.