

Custom Video Series

This program creates two compelling videos featuring a topic specific analyst or industry expert discussing issues, benefits or solutions that are important to your company. Our robust video player platform provides a viewing environment with a very high degree of interactivity and navigational control. NetworkWorld co-branding and recognition of the expert strengthen the credibility and overall messaging of the program. Technology buyers not only watch Internet videos, more than three-quarters also forward these videos to their peers, taking the reach of video content and messaging viral.*

Program Benefits

- Turnkey program to create, produce and design two 3-5 minute videos
- IMU placed directly within targeted editorial environments complimentary to your messaging
- Content can be serious or light-hearted to match messaging needs
- Robust video platform increases awareness and retention of information
- Two key take-aways, determined by sponsor, positioned at end of video
- Ability to leverage existing white papers, videos and podcasts
- End of program statistics and download reports

Program Details

Video Development

- Network World's expert Custom Solutions Group works with you to create scripts, secure an expert or industry analyst, and design and produce the two 3-5 minute videos.
- Video format options include: Mock News Cast, Analysis of Trends or Misconceptions, IT News Network.
- Analyst wraps up program outlining two key benefits of your solution (sponsor determined) to educate your audience and enhance brand awareness.

Functionality

- Video player provides sponsors with the ability to offer download of transcript and additional resources/assets.
- Viewers provided with multiple modes of navigation to encourage interaction and improve retention of information.
- Multiple forms of interactivity and data acquisition including polls/surveys, "ask a question", etc.

Collateral

- Two 3-5 minute videos will run on NetworkWorld.com as an in-banner IMU.



- The in-banner IMU files provided as an asset for distribution on sponsor site or other sponsor-directed sites (additional hosting charges may apply).
- Leverage existing whitepapers, podcasts, videos, polls, surveys, by offering for download from the player.

Sample Promotion

- A Network World promotional plan will be developed to meet your specific needs. It will include 225,000 IMU and 70,000 CIMU impressions.

Reporting

- Sponsors receive viewing statistics for click-throughs, time spent, where clicked, and download activity.
- Sponsors receive contact information for each individual registering to receive supplied downloads.

COST: \$50,000 Net/\$58,850 Gross

*MarketingSherpa Survey, April 2008.