

# MOV SHOWS

SHOWING THE BEST OF THE MID-OHIO VALLEY

**YOUR SHOW HERE!!!**

**MOV SHOWS Seasons 2016**



MOV Shows  
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# MOVSHOWS Series

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**YOU NEED ONLINE VIDEO!**

MOV **SHOWS** is how you get it locally.

(Mid-Ohio Valley) MOV **Shows** is a local website that creates locally sponsored HD video content.

All the videos are created specifically for the company or organization that sponsors it, providing online content for their marketing efforts and helpful information for the public at highly competitive rates.

The National Average cost for one minute of professionally produced video is approx. \$1000.

National  
Average

• 1min = \$1000

With MOV **Shows** you get 100 minutes of high quality HD video for \$7500.

MOV Shows

• 1 min = \$75

**A 92% Savings in video production.**

The MOV Shows season is ten, 10-min episodes that features everything about your business or organization. Each episode launches on the MOVSHOWS Website and across our massive social network system. Plus they are open to be shared, on your website, Facebook, Twitter or wherever you would like.

**We make online video easy.**



MOV Shows offers opportunities for companies to rethink and rework the way they do media.

Traditional media is no longer the primary source nor the preferred source for most consumers today. Customers, both young and old use the internet regularly, and digest media via new and innovative methods. This means that less and less people are watching television, listening to the radio, reading the newspaper and more and more are streaming online, while getting their information, advice, and content via online media.

"By 2017, video will account for 69% of all consumer internet traffic." - Cisco

"64% of marketers expect video to dominate their strategies in the near future." - Nielsen

With all these changes in our media habits and the multitude of different available technologies, it is more important than ever to have a complete and comprehensive media plan that utilizes every opportunity and maximizes your results.

You can take advantage of this online power today.

MOV Shows is offering plans that will allow you to change how, when and why you do media.

## GOODBYE CABLE AND BROADCAST TELEVISION



## Online Video IMPACT IN 2014

### ONLINE

THE AVERAGE AMERICAN SPENT MORE THAN  
**20 HOURS**  
WATCHING ONLINE VIDEO IN SEPTEMBER 2013



EXPECTS VIDEO TO  
ACCOUNT FOR **69%** OF  
ALL INTERNET TRAFFIC  
BY 2017



**76%** OF MARKETERS PLAN TO ADD  
VIDEO TO THEIR SITES, MAKING IT A  
HIGHER PRIORITY THAN **FACEBOOK**,  
**TWITTER** AND **BLOG** INTEGRATION



**46%** OF TIME PEOPLE SHARE  
VIDEOS USING **FACEBOOK**



**40%** OF THE TIME  
THEY USE **EMAIL**



**14%** THEY USE  
**TWITTER**

### YOUTUBE



YOUTUBE RECEIVES MORE THAN  
**1,000,000,000**  
UNIQUE VISITORS EACH MONTH,  
MORE THAN ANY OTHER CHANNEL,  
APART FROM **FACEBOOK**

### GOOGLE



THE CHANCES OF GETTING A  
PAGE ONE RANKING INCREASED  
**53 TIMES**  
WITH A VIDEO

### FACEBOOK



**Morgan Stanley**  
PREDICTED HOW MUCH  
**FACEBOOK VIDEO ADS**  
COULD BE WORTH

IN 2014 **\$1 BILLION** BY 2019 **\$5.5 BILLION**

### MOBILE



MOBILE VIDEO CONSUMPTION  
**INCREASED BY 41%**  
BETWEEN JANUARY 2013 & JUNE 2013

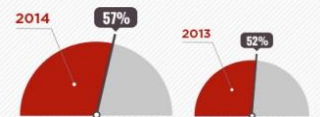
**92%** OF MOBILE VIDEO VIEWERS  
SHARE VIDEOS WITH OTHERS **Share**

**MORE THAN 40%**  
OF YOUTUBE VIEWS ARE ON MOBILE DEVICES

## Benefits of Online Video



**7 IN 10 PEOPLE**  
VIEW BRANDS IN A MORE POSITIVE  
LIGHT AFTER WATCHING INTERESTING  
VIDEO CONTENT FROM THEM



**57%** OF CONSUMERS SAY THAT WATCHING PRODUCT  
VIDEOS MAKES THEM MORE CONFIDENT IN ONLINE  
PURCHASE DECISIONS, UP FROM **52%** LAST YEAR



**36% HIGHER ENGAGEMENT**  
WHEN MOBILE VIDEO ADS INCLUDE SOCIAL MEDIA BUTTONS



**85% OF VISITORS**  
ARE MORE LIKELY TO BUY  
AFTER WATCHING A VIDEO  
THAN VISITORS WHO DO NOT



**52% OF MARKETING  
PROFESSIONALS**  
CITE VIDEOS AS THE BEST  
RETURN ON INVESTMENT  
FOR MARKETING DOLLARS SPENT

Sources  
<http://www.invodo.com/resources/statistics/>  
<http://www.internetretailer.com/2012/04/05/online-videos-help-build-confidence-purchases>  
<http://techcrunch.com/2013/08/13/facebook-mobile-user-count/>  
<http://www.forbes.com/sites/jaysondemers/2013/09/17/the-top-7-online-marketing-trends-that-will-dominate-2014/2/>  
<http://www.theguardian.com/small-business-network/2014/jan/14/video-content-marketing-media-online>

# The Past, Present and Future of Media.

## The Past

Traditional media conglomerates controlled all the avenues of media. Television studios, radio stations, newspapers were the only way to reach out to your customer base. This allowed these companies to control your media and whether effective or not there were no other options.

## The Present

In today's fast paced digital world, media has been freed. We have a massive mix of different forms, avenues and methods to reach out to our customers. At the same time technology has caught up where equipment and delivery can go hand in hand.

## The Future

Traditional media is on the way out. Things are changing and they are changing more rapidly than we all like to admit. Our choices are clear, change with the times or lose out to those who do. New media options, new methods and new opportunities are here and it is up to us to take advantage of them while we can and make the most out of what is available.





# VIDEO MARKETING TRENDS 2015

"It is crucial for marketers to start creating and incorporating video as part of their content strategies."



OF ALL INTERNET TRAFFIC IN 2017 WILL BE VIDEO

74%



B2B AND B2C MARKETERS WORLDWIDE NAME VIDEO AS A

TOP 3

MOST EFFECTIVE SOCIAL MEDIA MARKETING TACTIC



OF MARKETING PROFESSIONALS WORLDWIDE NAME VIDEO AS THE TYPE OF CONTENT WITH BEST ROI

52%

"Marketers can learn about views, how much content was viewed, in what order and geographical locations"



VIDEOS APPEAR TO BE MORE PROMINENT AS THEY CONTAIN AN EYE-CATCHING THUMB-NAIL IMAGE ENCOURAGING MORE CLICKS



"Video is the preferred communication style for customers. Start converting text-based information into video-based."



65%

OF VIDEO VIEWERS WATCH MORE THAN 3/4 OF A VIDEO

93%

OF MARKETERS USE VIDEO FOR ONLINE MARKETING, SALES OR COMMUNICATION



"Video content can create an entirely new communication to reach new audiences faster."

USING THE WORD "VIDEO" IN EMAIL SUBJECT LINES BOOSTS OPEN RATES

19%

CTR RATES BY

65%

REDUCE UNSUBSCRIBES

26%



33%

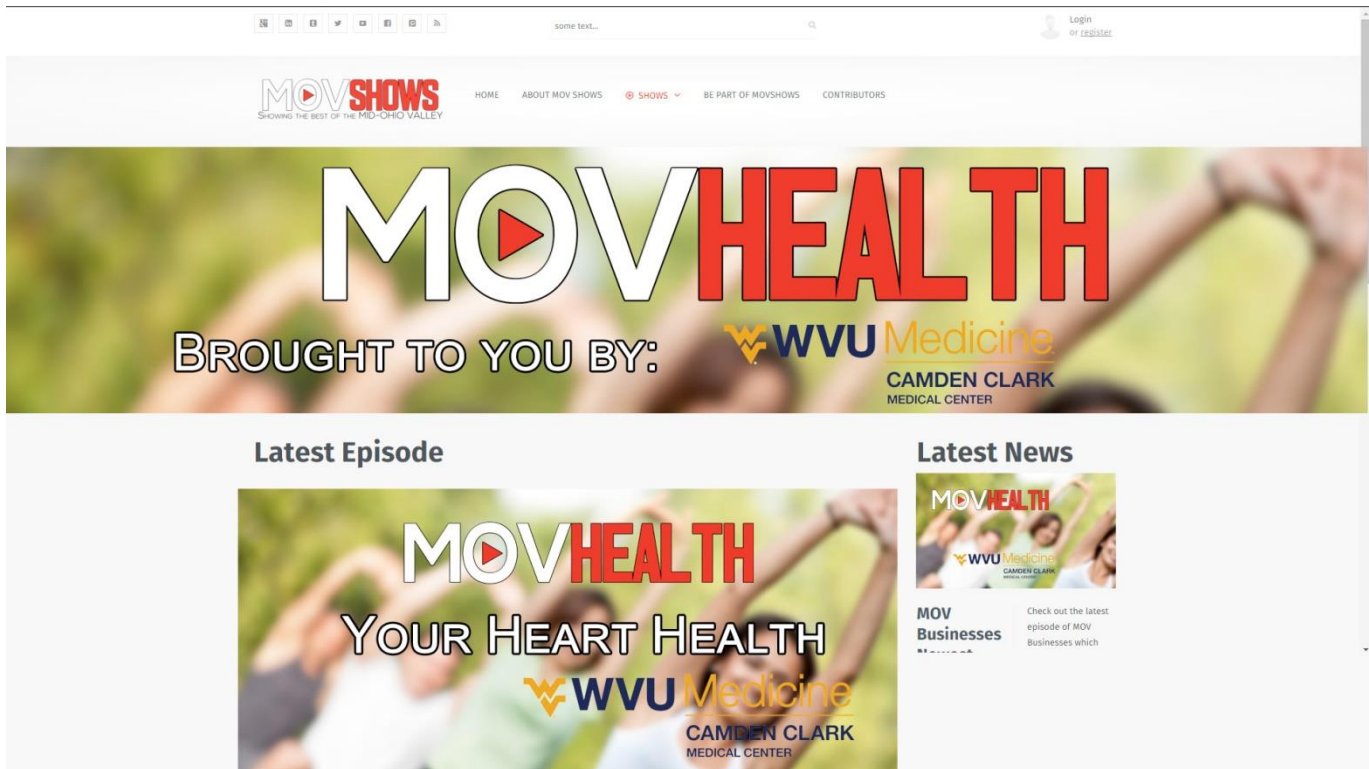
OF TABLET OWNERS WATCH ONE HOUR OF VIDEO PER DAY ON THEIR DEVICE

"Mobile video engagement is predicted as one of the top social video trends that will continue to grow in 2015."



# Your Own Show

We want to produce one season of MOV (Show Name) brought to you by (Your Name). This would be ten 10 minute episodes of related topics all from the experts at Your Company. The shows would air on MOVSHOWS.com and all its partner social media channels as well as be shared any and everywhere you already are.



Season Options		
Standard Season	Shot all at once and episodes are aired over a 10 week period.	\$7500 Per Season
Ongoing Season	Shot, edited and aired weekly or bi-weekly for a minimum of 10 episodes.	\$1000 Per Episode
Ongoing Monthly Season	Shot, edited and aired monthly for a minimum of 6 months	\$1300 Per Episode
Single Episodes	Shot, edited and aired whenever desired	\$1500 Per Episode

# What You Get

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- You get a show webpage with your name on it, a brought to you by, and a 15 second spot in the middle of each episode.
- We will shoot on location or in a studio mentioning your business every episode.
- You will be able to be the expert in your shows topics.
- We will help you come up with 10 topics to discuss.
- We provide talent to work with you on air.
- We will shoot, edit and produce each episode.
- We will shoot all the episodes in a few days and release over a ten week period.
- You can buy a whole season, a single episode or do an ongoing topical series produced weekly.
- Your show page and videos will be permanent and available on all devices.
- Your audience is ever growing and the videos can be shared as many times as you like.

# What You Give

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Cost for the shows range from:

- Full season for \$7500
- Single Episode for \$1500
- Ongoing topical series for \$1000 per episode with 10 episode agreement or \$1300 per episode with a 6 month agreement.

At the end of the day we all know that the way we digest and interact with media is changing. Online media is the future and the present, and even in the Mid-Ohio Valley these changes are already happening and more are coming rapidly.

It is now more important than ever to get ahead of the changing media landscape and take full advantage of the technology and experience that MOV Shows brings.

You can be a media giant in your industry with the right team behind you.

Let MOV Shows help you grow and dominate your markets with their online media packages.

Let MOV Shows be your solution for your technology and media needs in this fast-paced, ever-changing world of information and technology.

# Food for Thought

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"Video is the future of content marketing. That is, if it's not the here and now. Various studies show more than half of companies are already making use of the medium – a figure that's predicted to rise as more and more realize the possibilities. Nielsen claims 64% of marketers expect video to dominate their strategies in the near future. It's not difficult to see why.

When it comes to potential reach, video is peerless. YouTube receives more than one billion unique visitors every month. Video can give you access to all this. Video done well can give you a slice of it. What other form of content can do the same?"

- Chris Trimble, The Gaurdian

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"Online video *isn't* a web technology, it's the *new TV*, and marketers should treat it that way, it's an amazing opportunity."

-Forbes.com

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Stop thinking of "Video Marketing" as this separate entity that is optional for your business. Video is an effective form of communication that needs to be integrated into each and every aspect of your existing marketing efforts.

- James Wedmore, The 7 Video Marketing Success Principles Everyone Should Know

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"Video marketing is a powerful means for promoting anything you want online, whether it's a product, service, opt-in form, website, blog, etc. ...Videos are now an expected component of any website."

- AnimosityPierre, Video Marketing Tips to Drive More Traffic

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"Video marketing is the most effective way for you to get someone's attention and engage them for a substantial period of time. Keeping someone engaged is the best and quickest way to gain their trust. Gaining trust is the only way to convert your audience into happy, long-term clients/customers/subscribers."

- David Grimes, 10 Video Marketing Tips for Beginners

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