

## Feature Video Fact Sheet

### What is Feature Video:

- Feature Video is a tool that will allow PRWeb users to embed video content directly into the body of their release.

### Why Feature Video:

- **Growing broadband access** - According to the Pew Internet and American Life Project, the number of Americans who have broadband at home has jumped from 60 million in March 2005 to 84 million in March 2006 – a leap of 40%. It is even higher today, and with increased broadband comes increased potential for online video.
- **People are starting to watch (and expect) online video in growing numbers** - Online video consumption is growing at a rapid pace. According to a 2006 comScore study, US Internet users downloaded 3.7 billion content streams and watched an average of 100 minutes of video content during the month – an 18% increase from six months previous. As their usage patterns change, so do their expectations for how they should consume media.
- **Video is more engaging than other forms of media** - According to Forrester, online video has a much higher potential than other forms of advertising and marketing to entertain and engage consumers. According to an Online Publishers Association (OPA) survey, 44% of respondents reported taking some kind of action as a result of seeing a video advertisement.
- **Increase your social media presence** – Feature Video works in conjunction with social media sites like YouTube and Yahoo! video. When a user activates the video embedded in your press release, it increases the views of the video within the social media site where it is hosted, which in turn increases the overall visibility of the video within that social media site.

### How Feature Video Works:

- Feature video is available to customers who purchase the media visibility (\$360 release)
- Activation of Feature Video is a quick and easy three-step process:
  - First, customers must upload their videos to a video-sharing Web site, such as YouTube, Google Video or Yahoo! Video.
  - Second, the user must upload their press release to PRWeb.
  - Third, the user simply pastes the video's URL into the 'Feature Video' field in the advanced features section of the PRWeb press release management console.
  - The video will then appear embedded within the body of their press releases when distributed on PRWeb.
- For people reading the press release, the video will appear as a still frame with a 'Play' button. They can play the video by clicking on the still frame.
- Users can track how many people have viewed their video through the video sharing Web site where they have uploaded the video.

### Frequently Asked Questions (FAQ) about Feature Video:

- **Can I see some examples of Feature Video?** Here are some PRWeb customers who are currently using Feature Video to enhance the delivery of their news:

- **Discovery Communications:**  
<http://www.prweb.com/releases/2007/05/prweb529964.htm>
  - **Ragan Communications:**  
<http://www.prweb.com/releases/2007/05/prweb528358.htm>
  - **PETCO:** <http://www.prweb.com/releases/2007/05/prweb526763.htm>
  - **Southwest Airlines:**  
<http://www.prweb.com/releases/Feature/Video/prweb532310.htm>
  - **Vocus, Inc.:**  
[http://www.prweb.com/releases/Vocus/Users\\_conference/prweb532313.htm](http://www.prweb.com/releases/Vocus/Users_conference/prweb532313.htm)
- **What types of videos can I embed in my release?** PRWeb will apply the same editorial guidelines to videos that it does to textual content, links and attachments to press releases. In general, PRWeb does not distribute press releases with content and links to adult material or content that can be considered harmful or libelous in any way. For more information on our editorial standards you can contact our editorial desk: <http://www.prweb.com/contact.php>
  - **What are the size restrictions for my video?** Since your Feature Video is hosted on a video sharing site, then it is subject to the restrictions outlined by the video sharing site you choose. PRWeb does not impose any additional size limitations on Feature Video.
  - **Is Feature Video a Video News Release (VNR)?** A video news release (VNR) is a video version of a press release. VNRs are video segments created for television news stations for the purpose of promoting or publicizing something. They are normally broadcast-quality and intended for distribution *via* television. PRWeb Feature Video is designed to enhance the experience of news through online distribution and social media.
  - **Will Feature Video help the SEO of my press release?** Although Feature Video does enhance the experience of your press release, there are no direct SEO benefits to help boost your rankings in search engines.
  - **Can I add Feature Video to a PRWeb press release that has already been distributed?** Unfortunately, Feature Video is only available for releases distributed after PRWeb has launched the Feature Video service.
  - **If I'm using the Media Visibility package, will my Feature Video be sent to the media?** Part of our media delivery network involves distribution through the Associated Press (AP). The Associated Press communicates news in a text format and will not distribute Feature Video to the media. However, your media distribution will include a link back to the full multimedia-enabled version of your release, providing the media with your Feature Video at the click of a mouse.