

Looking for Answers in All the Right Places

In "Ping," a New York Times article on January 18, 2009, author Miguel Helft cited the trend toward choosing You Tube for information searches. "You can find online video on virtually any subject," Helft claimed. He further added, "146 million Americans watched videos online, streaming a total of 12.6 billion video clips, nearly double the number they streamed just 20 months ago, according to data compiled by [comScore](#)."

Even without directly going to You Tube for a search, You Tube videos and other rich media will invariably show up on at the top of searches on Google, because Google often ranks media that fits a topic over text results. The fact that Google owns You Tube might be a factor, as well.

In an article by Erick Schonfeld on the web site, [SeekingAlpha.com](#), Schonfeld cites that, "Video searches on You Tube account for a quarter of all Google search queries in the United States. According to the latest search engine numbers from [comScore](#): in November 2008, Americans conducted nearly 2.8 billion searches on YouTube, about 200 million more than on Yahoo. There are more searches run through You Tube than through Yahoo." Think about that. This is a remarkable shift in a very short time period.

Are you leveraging the use of video and Flash programming on your web site? Many of our clients have recognized the value of rapid video deployment and often post to You Tube first. A series of videos that we helped Analog Devices produce went directly to You Tube -- before being posted to the [Analog Devices](#)' corporate web site(see [Analog Devices Youtube example](#)).

After just six months, our client at Analog Devices, reports:

"Thus far, I have created about 50 videos. I've extrapolated the viewership curves, and based on past trends, total video streams should double by early summer. Our two primary channels are: <http://videos.analog.com> and <http://www.youtube.com/analogdevicesinc> "

When it comes summaries or education, video is now preferred to text. There is an excellent white paper on the explosive growth of video entitled "Video SEO white paper" on the [Blinkx web site](#) . The overwhelming positive response to our "Step-by-Step" videos for [BobVila.com](#) is an indicator of the popularity of learning-on-demand from video presentations.

Since 1998, our specialty has been creating high-quality, effective learning-on-demand programs. Video technology for web site presentations is both robust and reliable. If the possibilities of online presentations are of value to you, please call us with your questions. Just imagine the size and dynamics of the audience that your firm can reach rapidly and effectively.

Barry O'Brien - February 3, 2009 – (978) 282-8222