



WELCOME TO VOLT NEWSLETTER

Knowledge Is Power

Greetings media friends, welcome to the first EVER edition of the VOLT video newsletter. In January, us VOLTERS put our heads together and discussed what might be of interest to you and help make your jobs easier...so here's our monthly newsletter!

Don't worry, this isn't going to be a saley newsletter where we shove 'VOLT' is amazing' down your throat. Instead this newsletter is an aggregation of any great video stats or articles we have read over the course of the month in one easy to read newsletter. We spend our days living and breathing video, and we know it's only one small part of your day to day job, so it makes sense that we pass on our knowledge to you, which you can then share with your clients.

What's been happening at VOLT HQ.

MAKER

VOLT is now representing MAKER STUDIOS which is an aggregation of professional content producers on YouTube. Maker Studios targets 18-34 year olds and has 400 million streams in Australia all exclusive to VOLT.

We launched our exclusive data partnership with Waze! in Q4 of 2013, which has been very well received. Due to the high demand for this data we will be launching a new valuable and scalable data partner in Q1 of this year.

webjet.com.au

VOLT hosted it's annual Superbowl party at BAK100 which resulted in Kerry doing a certain agency business deal to come in the next hour... which she happily did.

Kerry and Lisa are off to SXSW in March and will be bringing back lots of interesting technology information to share with you in our next newsletter.

History is doing Feb for which means no alcohol, no processed foods and no caffeine... needless to say we are so excited for Feb to be over and the fun and energetic '14 to be back with us.

Natasha Iahac joins the VOLT family as our Sales Exec. A big part of Natasha's role will be helping the Account Managers provide more video trends by category and more weekly reporting insights.

NUMBER OF STREAMING AUSTRALIANS
6,117 MIL

TOTAL STREAMS VIEWED
660,745

STREAMS PER PERSON
108

TIME PER PERSON
5H 17M

VIDEO DEMOGRAPHIC BREAKDOWN DEC '13

NUMBER OF STREAMING AUSTRALIANS
5,897 MIL

TOTAL STREAMS VIEWED
811,433

STREAMS PER PERSON
138

TIME PER PERSON
6H 51M

Nielsen Online Research Dec 2013

4.6 BILLION MINUTES VIEWED

11.6 MILLION UNIQUE AUSTRALIANS

KEY ONLINE VIDEO STREAMING STATISTICS

6 HOURS 15 MINS SPENT PER ACTIVE USER

1.4 BILLION STREAMS

Hybrid Streaming | Nielsen Online Research Dec 2013

Australian video has grown 114% YOY reaching \$43.1m

The average increase in video spend over the last 12 months was estimated at 31%

Online video spend is coming from a range of channels, but 42% have relocated funds from TV to add cost effective additional reach and frequency, particularly for light TV viewers

Light TV viewers stream online video twice as much as heavy TV viewers

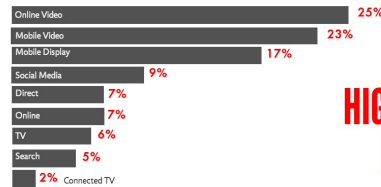
90% of agencies and marketers indicated that their spend on video has increased in the last 12 months

58% of buyers plan digital video alongside their TV plan

42% of agencies are buying mobile inventory and is the nominated area of growth for 2014

Younger TV viewers, the coveted 18-34 demo, continue to grow their time spent with online video

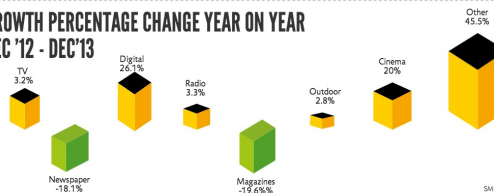
IA3/AdcoTV Australia: State of the Video Industry 2013 | IAB Online Advertising Expenditure Report Q3 2013



HIGHEST GROWTH AREAS IN 2014

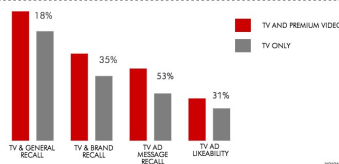
www.emarketer.com Dec 2013

GROWTH PERCENTAGE CHANGE YEAR ON YEAR DEC '12 - DEC '13



SMB Bookings Data Jan 2014

TELEVISION + PREMIUM VIDEO = HIGHEST RECALL



www.emarketer.com Dec 2013

We hope you enjoy our newsletter. To make this more interesting and valuable for you, we would love your feedback, please email lisa@voltmedia.tv

