

VOLT

APRIL 2014



Happy Easter

WHAT'S BEEN HAPPENING AT VOLT HQ ...



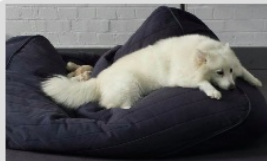
There is a new edition to the Gwin family. Her name is Franny the Ford Focus.



Will from Nielsen made a visit to VOLT HQ and it seems he was channelling the same fashion inspiration as Kenny - and yes, Kenny is sucking in his stomach.



Hayden from OMD recently set up puppy cam at home so he could keep an eye on his gorgeous French Bulldog Dilla whilst he is at work. GENIUS!!



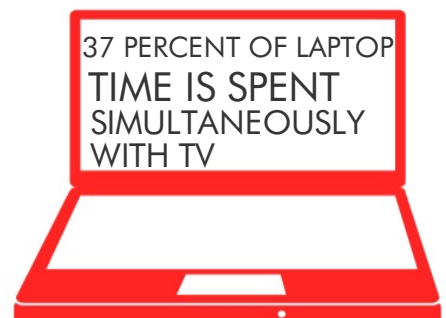
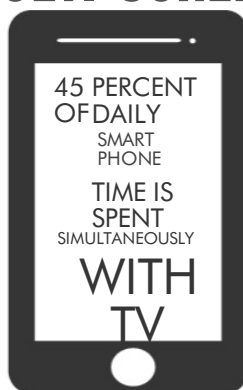
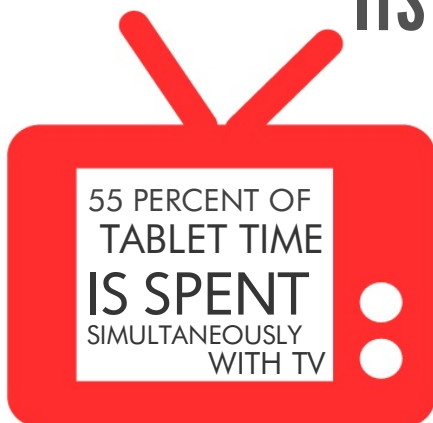
Suzanne celebrated the release of GOT by claiming her own throne in the office.



Like us on Facebook this month and go into the draw to win a \$100 voucher for Westfield.

<https://www.facebook.com/VOLTMedia.tv>

ITS A MULTI-SCREEN WORLD



Source: US Stats - Millward Brown, March 2014

According to Ooyala, since 2011, mobile and tablet viewing altogether is up 719% worldwide. Mobile and tablet video share of market grew 43% in the fourth quarter alone.

How mobile users are divvying up their time is a good indicator of where the video world's content and advertising is heading, or should be. At the current pace, mobile and tablet viewership will make up half of all video viewing by 2016.

Source: <http://www.mediapost.com/publications/article/22263/half-of-all-video-views-could-be-via-mobiletablet.html?edition=71428>

GLOBAL MULTISCREEN USER STATS (DAILY)



113MINS

SPENT ON TELEVISION

147MINS

SPENT ON SMARTPHONE

108MINS

SPENT ON LAPTOP

50MINS

SPENT ON TABLET

Source: Millward Brown, March 2014

US internet ad revenue hits \$42.8 billion in 2013, surpassing broadcast TV

Video has increased its share to become the 4th largest format behind mobile.

US digital advertising revenue surpasses television in 2013

Automotive advertisers attribute 12% to internet spend

Retail advertisers represent the largest category of internet ad spend, attributing 21%

Mobile rose 110% to \$7.1 billion

Financial services attribute 13% to internet ad spend

Search rose 9% to \$18.4 billion

Video ads rose 19% to \$2.8 billion

Display rose 7% to \$12.8 billion

Source: <http://www.mediapost.com/publications/article/223406/internet-ad-revs-top-42-billion-in-2013-surpasse.html>

CONSUMERS WHO WATCH PRODUCT VIDEOS SPEND MORE ON THE PRODUCT

65% of viewers watch videos through to 80% completion

90% of consumers watch online video

An average of 12% of visitors to an e-commerce web page view a video when it is available. Many of those visitors often spend more money.

Emails with the word 'video' in the subject line generate a 18.5% higher open rate

Source: <http://www.mediapost.com/publications/article/223171/consumers-who-watch-product-videos-spend-more-on-t.html>



RESTAURANT OF THE MONTH

The VOLT team recently visited Mejico on Pitt St .
Order the guacamole (or 3),
and a girl will arrive at your table with avocado,
molcajete (Mexican mortar and pestle)
and a tray of goodies.

She spoons the flesh from the avo,
and starts mixing it while
adding - to your liking - coriander leaves,
red chilli, lime juice, red onion and wasabi (wasabi?).
Chia seed cocktails, "plantain chips" (move over corn
chips) , atmosphere and tequila to make
for very happy clients.

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

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