

WELCOME TO THE VOLT NEWSLETTER

Knowledge Is Power

It's been another big month with Alex, Hil, Tash and John holding down the fort whilst Kenny and Lisa were in Austin at SXSW. We hope you enjoyed our Feb newsletter and thanks for the feedback that we received. We would love to hear from more of you about what you think of our newsletter, so please keep the emails coming.

What's been happening at VOLT HQ.

Hil and Suzanne are media celebrities and will be featuring in the April edition of B&T Magazine.



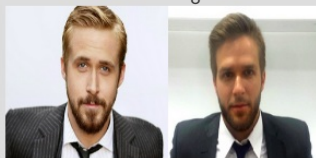
Kenny and Lisa had a brilliant time at SXSW in Austin, Texas attending sessions about the future of digital and video....they also discovered that Americans free pour their alcohol and it can cause all sorts of problems.



Contrary to what was documented on MailOnline, Lisa is not pregnant.

[FALSE]

Mr. Ryan Gosling came past our office this week ... oh sorry, that's just our Account Manager Alex Gwin.



Kenny is all grown up and has decided to move out on his own and now resides in Redfern. Make sure if you're ever in the area to give him a call.



MAKER STUDIOS PARTNERS WITH WILL.I.AM AND STEVE-O



VOLT, as the proud exclusive representative of Maker Studios in Australia, are excited to announce the newly found partnership with Steve-O, formally from the collective prankster group 'Jackass' and Will.I.Am, founder of hip-hop supergroup the Black Eyed Peas. Maker has signed these talents to manage their online presence and to head the development of original content for the two.



Total AU UV's - 4,109,350

619,500	13-17	578,200
413,000	18-24	165,200
289,100	25-34	123,900
495,600	35-44	371,700
536,900	45-54	298,100
82,600	55-64	103,250
16,520	65+	24,780

Source: Commscore, Feb 2014

AUSTRALIAN VIDEO VIEWING AND AVERAGE TIME SPENT PER MONTH (HOURS:MINUTES)



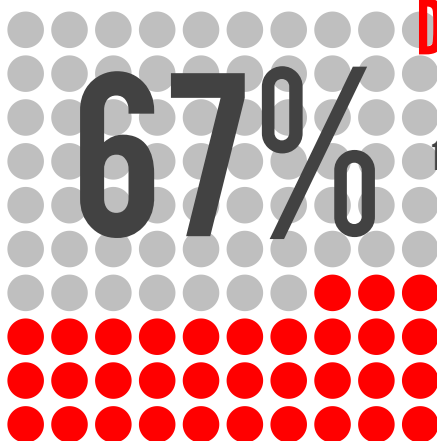
Source: http://www.oztam.com.au/documents/Other/Australian%20Multi-Screen%20Report%20Q3%202013_FINAL.pdf

AUSTRALIAN VIDEO AUDIENCE COMPOSITION BY AGE & GENDER

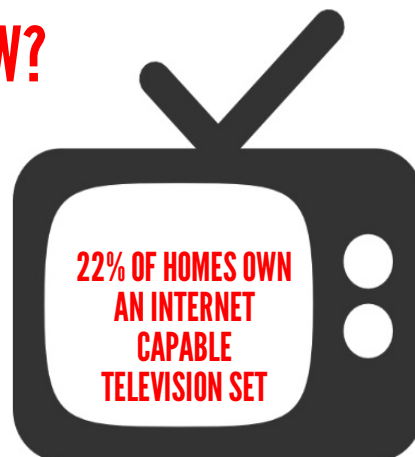
	Kids	Teens	18-24	25-34	35-49	50-64	65+	Females	Males
Internet	2%	4%	11%	19%	29%	22%	13%	49%	51%
Mobile Phones	N.A	6%	23%	37%	27%	6%	1%	42%	58%
Tablet	N.A	2%	13%	27%	34%	18%	7%	46%	54%

Source: http://www.oztam.com.au/documents/Other/Australian%20Multi-Screen%20Report%20Q3%202013_FINAL.pdf

DID YOU KNOW?

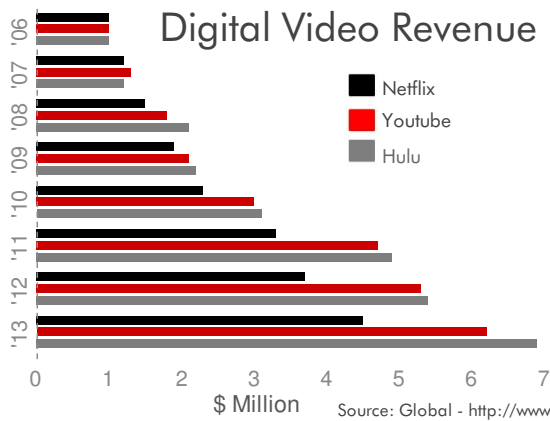


OF AUSTRALIANS
16 AND OVER OWN
A SMARTPHONE



TABLETS ARE PRESENT IN 37% OF AUSTRALIAN HOMES

Source: http://www.oztam.com.au/documents/Other/Australian%20Multi-Screen%20Report%20Q3%202013_FINAL.pdf



SMART TV'S ARE HELPING ONLINE VIDEO GROW REVENUE

- 25% of the world's population now carry devices with access to online videos everyday
- Between 2006 - 2013, brand video shares increase 7000%
- 36% of internet consumers share video they have found online.
- 3 out of 5 consumers will spend at least 2 minutes watching brand videos online
- 2 out of 3 online viewers watch to 80% completion
- Online shoppers who view video are 1.81 times more likely to purchase
- Across 2013 brand videos exceeded 8 billion
- Videos are shared 12x more than text

BRAND VIDEO SHAREABILITY AND EFFECTIVENESS

Source: <http://www.dotrising.com/2014/03/12/brand-videos-viewed-8-billion-times-in-2013/>



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