


CONTENT STORY

LA | **VIDEO**

EDINBURGH INTERNATIONAL TELEVISION FESTIVAL

POWERED BY **You**  **Tube**



WHAT'S IN A NAME?

The average person spends **23 minutes**
a day watching online videos

Embedded video content can increase
website traffic by **up to 55%**

46% of people say they will seek
information about a product after seeing
an online video



STORYTELLING
WITH
VIDEO



C-SUITE AND VIDEO

75% of senior executives are watching work-related videos on business-related websites every week

65% of senior executives visit a vendor website after watching a video

Senior executives prefer to receive information through a mix of text and video

The Ultimate Guide to Original Content



Great content can help your brand accomplish the following goals:

- 1. Tell a unique and compelling story**
- 2. Demonstrate subject matter expertise**
- 3. Entertain and educate audiences at scale**

Hiring an intern just isn't going to cut it. In a few years, these star performers may become amazing writers, but when they're just starting out, they're not going to have the subject



1.
TELL A
UNIQUE &
COMPELLING
STORY

2.
DEMONSTRATE
SUBJECT
MATTER
EXPERTISE



3.
ENTERTAIN
& EDUCATE
AUDIENCES
AT SCALE





1 billion unique visitors every month

Over 6 billion hours are watched each month

100 hours of video are uploaded every minute

80% of traffic comes from outside the US

You **Tube**

MOBILE





The Aluminum Association

1. CONTENT CURATION

Listen to Weird Al Yankovic parody Lorde's song "Royals" while touting the many advantages of aluminum foil such as keeping your food fresh and bacteria free as well as protecting yourself from alien mind readers.

<http://ow.ly/zew8b>



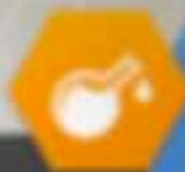
'Weird Al' Yankovic's 'Foil' Takes On Lorde's 'Royals' With Help From
uproxx.com

His third music video from 'Mandatory Fun' in three days, 'Weird Al' Yankovic's 'Foil' parodies Lorde's 'Royals' and conspiracy theorists.



Follow as we explore the changing worlds of science and technology.

generalelectric.tumblr.com



#6SECONDDSCIENCE FAIR

AUGUST 8TH TO AUGUST 15TH

How much science can you fit into 6 seconds?

1

Explore the gallery below for inspiration.

2

Download the Vine app for your mobile.

3

Create a science Vine.

4

Share it on Twitter with the hashtag #6SecondScience.

2. COMMUNITY CREATION

X



X

Add Cereal



3.
ORIGINAL
CONTENT



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