



The Case for Video Production

Media Marketers
January 2010

REVOLUTION

mediamarketers.com

WEB DEVELOPMENT

GRAPHIC DESIGN

VIDEO & 3D ANIMATION

SIGNS

SEO MARKETING

1. Video Suits All Age Groups.

"As of third quarter 2008, the average person in the U.S. watched approximately 142 hours of TV in one month.

In addition, people who used the Internet were online 27 hours a month, and people who used a mobile phone spent 3 hours a month watching mobile video..."

- "Americans Can't Get Enough Of Their Screen Time"

Data from the Nielsen Company on November 24, 2008

<http://www.nielsenmedia.com/nc/portal/site/Public/menuitem.55dc65b4a7d5adff3f65936147a062a0/?vgnextoid=e6db9c9ba2ecd110VgnVCM100000ac0a260aRCD#>

	K2-11	T12-17	A18-24	A25-34	A35-44	A45-54	A55-64	A65+
On Traditional TV*	108:34	110:59	108:36	133:00	134:51	159:23	175:18	196:23
Watching Timeshifted TV*	5:25	4:55	4:36	10:04	8:15	7:19	6:32	3:44
Using the Internet**	5:38	12:48	12:59	28:40	37:56	35:24	35:05	26:39
Watching Video on Internet**	2:05	2:55	3:57	3:21	2:44	2:17	1:37	1:07
Mobile Subscribers Watching Video on a Mobile Phone^	n/a^^^	4:20^^^	3:15	4:20	3:37	2:10	2:53	n/a^^

2. The Popularity Is Rising.

	3Q08	2Q08	3Q07	% Diff Yr to Yr (3Q08 to 3Q07)	Absolute Diff Yr to Yr (3Q08 to 3Q07)
Watching TV in the home*	142:29	140:39	136:54	4.1%	5:35
Watching Timeshifted TV*	6:32	6:10	4:17	52.5%	2:05
Using the Internet**	27:18	26:32	25:49	5.7%	1:29
Watching Video on Internet**	2:31	2:12	n/a	n/a	n/a
Mobile Subscribers Watching Video on a Mobile Phone^	3:37	3:15	n/a	n/a	n/a

Source of Table - "Americans Can't Get Enough Of Their Screen Time"

Data from The Nielsen Company on November 24, 2008

<http://www.nielsenmedia.com/nc/portal/site/Public/menuitem.55dc65b4a7d5adff3f65936147a062a0/?vgnextoid=e6db9c9ba2ecd110VgnVCM100000ac0a260aRCD>

3. Reading Is Going Out of Style.

"Although nearly half of Americans read literature in 2002, literary participation is clearly less popular than it used to be, possibly due to competition for entertainment time and money from a range of other options, including videogames, movies, and the Internet."

- "Reading At Risk: A Survey of Literary Reading in America"
 Research Division Report #46 by the National Endowment for the Arts published on June 2004
<http://www.nea.gov/pub/ReadingAtRisk.pdf>

"The higher the education level, the higher the [literary] reading rate, but reading among every group has declined over the past 20 years."

- "Reading At Risk: A Survey of Literary Reading in America"
 Research Division Report #46 by the National Endowment for the Arts published on June 2004
<http://www.nea.gov/pub/ReadingAtRisk.pdf>

"The rate of decline [in literary reading] for the youngest adults (18-24) is 55 percent greater than that of the total adult population (-28 percent vs. -18 percent)."

- "Reading At Risk: A Survey of Literary Reading in America"
 Research Division Report #46 by the National Endowment for the Arts published on June 2004
<http://www.nea.gov/pub/ReadingAtRisk.pdf>

Table 3C. Hours and/or Minutes Per Day Spent Watching TV or Reading

2006 Annual Averages

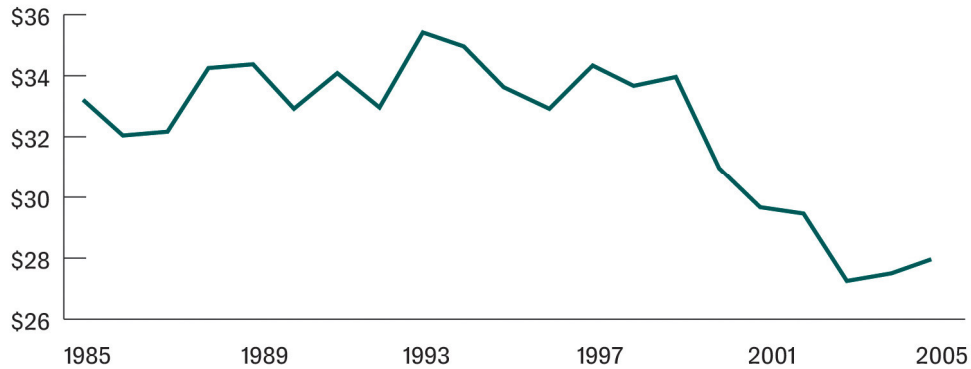
	Hours/minutes spent watching TV		Hours/minutes spent reading	
	Weekdays	Weekends and holidays	Weekdays	Weekends and holidays
Total, 15 years and over	2:21	3:06	:20	:26
15 to 24 years	1:57	2:33	:07	:10
25 to 34 years	1:55	2:51	:09	:11
35 to 44 years	1:53	2:39	:12	:16
45 to 54 years	2:07	3:02	:17	:24
55 to 64 years	2:35	3:35	:30	:39
65 years and over	3:56	4:10	:50	1:07

Source: U.S. Department of Labor, Bureau of Labor Statistics

From To Read or Not To Read (Research Report #47),
 courtesy of the National Endowment for the Arts
 See Report <http://www.nea.gov/research/ToRead.pdf>

Average Annual Spending on Books, by Consumer Unit

Adjusted for Inflation



The Consumer Price Index, 1982–1984 (less food and energy), was used to adjust for inflation.

Source: U.S. Department of Labor, Bureau of Labor Statistics

From *To Read or Not To Read* (Research Report #47),
courtesy of the National Endowment for the Arts
See Report <http://www.nea.gov/research/ToRead.pdf>

4. The Proficiency Is Falling.

"Reading scores for American adults of almost all education levels have deteriorated, notably among the best-educated groups. From 1992 to 2003, the percentage of adults with graduate school experience who were rated proficient in prose reading dropped by 10 points, a 20 percent rate of decline."

- "National Endowment for the Arts Announces New Reading Study"
Press Release by National Endowment for the Arts on November 19, 2007
<http://www.nea.gov/news/news07/TRNR.html>