



Interactive, Entertainment, Merchandising

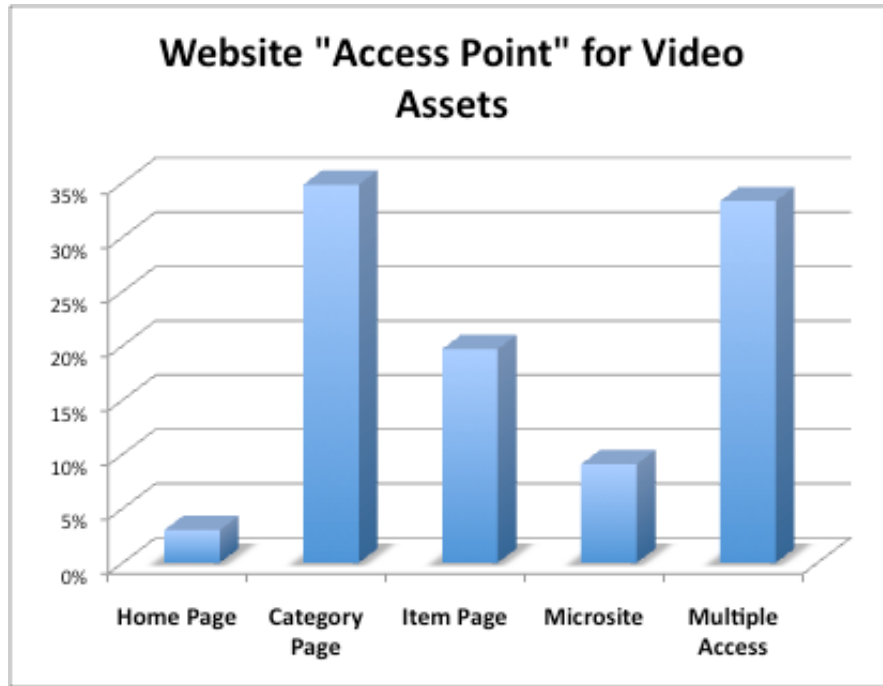
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FOR IMMEDIATE RELEASE

**ONLINE RETAILERS MAKE IT DIFFICULT FOR CONSUMERS TO FIND VIDEO  
Many ecommerce sites have video assets. Yet few make finding them easy for  
the consumer.**

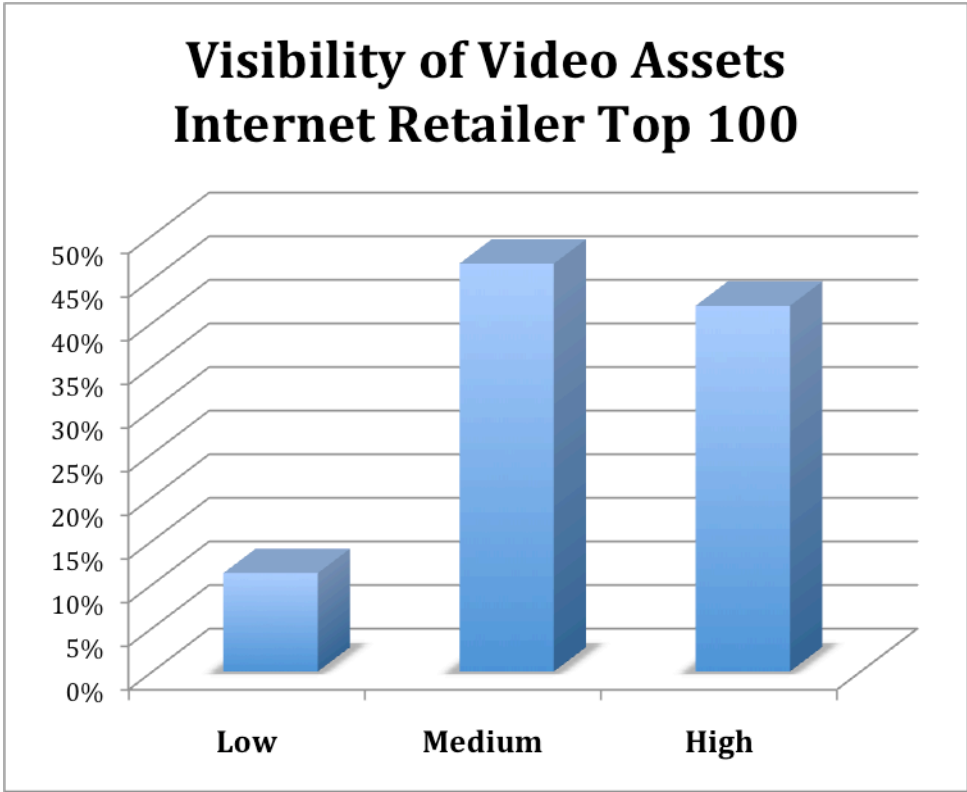
Future Merchants surveyed the Internet Retailer Top 100 and found that 67% had some form of video content. However, how the retailer made these videos accessible to the consumer varies widely.

Access reflects where the retailer creates the opportunity for the consumer to engage with the video asset, not the technology used. As an example, the technology used to display the programming may be a pop up window, but access is created by a link only found on the item page.



Surprisingly, the most commonly found access point was on a Category landing page. An explanation may be that most proprietary content was limited to a single category, and a large amount of 3<sup>rd</sup> party repurposed programming was only relevant at the Category level (a function of the non product-specific nature of the content).

Given the importance placed on adding video to ecommerce sites, Future Merchants expected to find a prominent and easily visible “call to action” on most sites. Indeed, despite the relatively limited nature of the video programming, and the small number of overall unique programs per site, significant visibility existed in over 90% of the sites.



Future Merchants completed a follow up survey in November to see if the visibility had changed, and as expected, it had. Because the video content programs are difficult to sustain and the available content has limited impact, the visibility afforded by the end of the year was substantially different. By November, almost 45% of those surveyed had a very low level of visibility, and just over 10% still afforded high visibility to their video programming.

Off the record conversations with ecommerce executives at members of the Internet Retailer Top 100 indicate a less than overwhelming impact for their current video efforts. Before a conclusion is drawn about the effectiveness of the medium, questions concerning the type of content provided, the technology used to display the content to the consumer, and where the content is made accessible should be considered.

If you would like more information on this topic, or a demonstration of the Future Merchants RetailTV® technology, please call Chuck Seltzer at 631 899 4356 or email Chuck at [chuck@futuremerchants.com](mailto:chuck@futuremerchants.com)