



Interactive, Entertainment, Merchandising

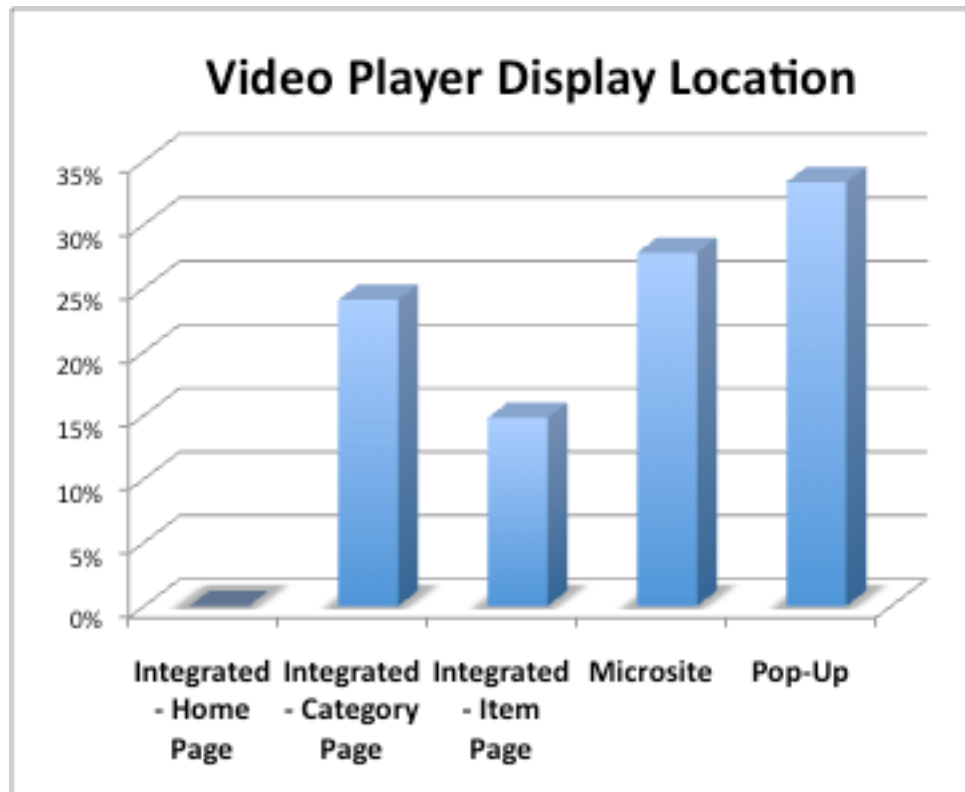
Contact: Chuck Seltzer
Tel: 631 899 4356
Cell Phone: 917 750 7451
Email: chuck@futuremerchants.com

FOR IMMEDIATE RELEASE

INTEGRATION TECHNOLOGY LIMITS THE IMPACT OF VIDEO ON ECOMMERCE SITES

Current technology fails to meet the criteria of “seamless” and “shoppable”.

A large obstacle to the successful implementation of a coherent video programming strategy for multi-channel retailers is the display technology used. Consistent with previous findings, the Future Merchants survey demonstrated the lack of an industry consensus.



The dominant locations for the video player were in stand alone sections of the website, an approach which required no permanent change to the “normal” content, and perhaps reflected the one-off or non-sustainable aspect to the effort. Recent research clearly shows that site abandonment increases dramatically when new browser windows are introduced during an ecommerce site visit.

Reflecting the type of technology used to display the video programming, the type of programming predominantly displayed, and the lack of resources available, virtually **none** of the multi-channel retailers surveyed had a Click To Buy capability.



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