



Interactive, Entertainment, Merchandising

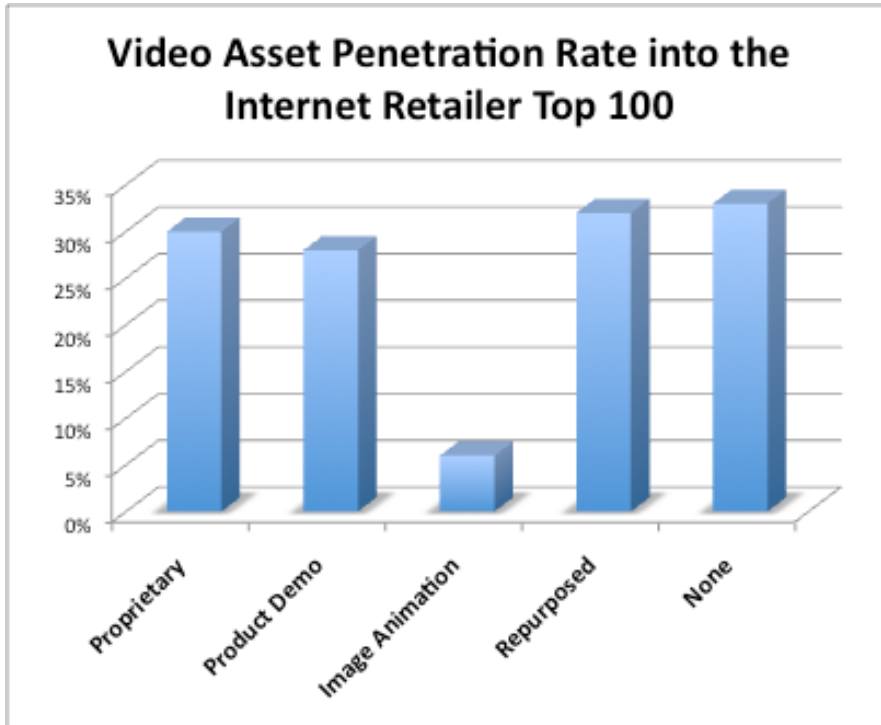
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FOR IMMEDIATE RELEASE

FUTURE MERCHANTS RELEASES ONLINE VIDEO SURVEY RESULTS Ecommerce websites add video: no consistency or sustainability

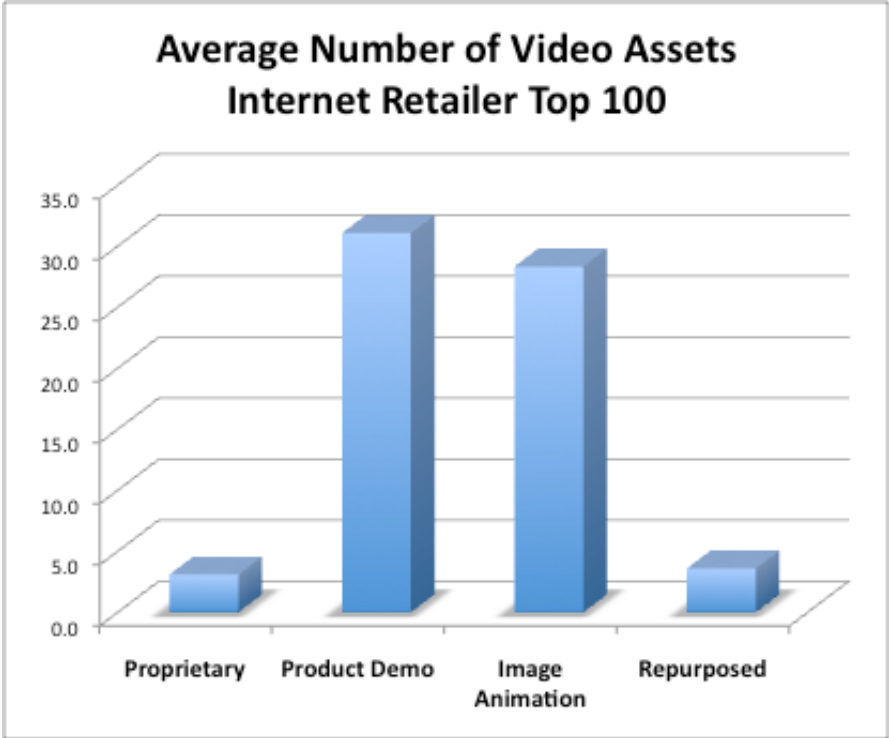
In January of 2009, Internet Retailer reported that 43% of merchants surveyed intended to add video to their site for the coming year. A study completed in October 2009 by Future Merchants, Inc., shows that 67 of the Internet Retailer Top 100 have *some* form of video on their site. However, the adoption and incorporation of video remains, at best, an inconsistent and difficult to sustain effort for most of Internet Retailer's Top 100.

Although retail as an industry seems to be acting on the desire for site video, there is very little consistency and seemingly no emerging consensus on what type of video programming to include. Nor does any of the Top 100 demonstrate a consistently sustainable model that delivers fresh and relevant content with any form of coherent frequency.



Despite the actual presence of some form of video content on a large percentage of retail websites, a follow up study published in November of this year by Internet Retailer shows that 36% of the respondents still list video as the most desired site enhancement.

The number of video assets found for both product demos and image animation has to be considered against a SKU base in the thousands for most of the Internet Retailer Top 100.



More insight into the issues and answers to retail websites and video programming will be delivered at the upcoming eTail West convention. Don Delzell, Managing Director of Future Merchants will be a Panelist on the Day Two Session: Driving Returns from Online Video With An Understanding of the Nuts and Bolts Behind Execution. Don will be offering a unique perspective on the issues behind the current industry experience with video.

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