

AP ONLINE VIDEO NETWORK

The AP Online Video Network is an ad-supported news video service that draws on the global newsgathering resources of The Associated Press and its network of members and customers in the United States to provide video summaries of breaking news stories for Web sites. The Online Video Network offers video clips covering national, international, entertainment, technology and business news.

Internet users are increasingly interested in watching video on news sites. The AP Online Video Network is designed to make members more competitive in the rapidly growing online video business.



<http://www.ap.org/ovn>

Web sites participating in the AP Online Video Network receive a custom-branded MSN® Video player, daily news video from AP, prestream advertising to run adjacent to the video in the player, and a share of the advertising revenue.

Benefits

- > Meets real-time news needs of a growing audience.
- > Enables member sites to offer video quickly and cost-effectively with the best technology available.
- > Makes local news sites a one-stop shop for users looking to read news and watch video clips; keeps users on local sites longer.
- > Fully ad-supported. AP provides the video content and video player to members and customers in exchange for placement and promotion of the Online Video Network.
- > Eventually, the Network will provide tools for members to display their own video and manage ad inventory without investing in hardware.

Essentials

- > AP news video is available to a network of more than 4,000 AP newspaper and broadcast members in a member-branded video player.
- > AP provides approximately 40 clips a day. Most clips are approximately 1 minute in length, with some as short as 30 seconds or as long as 3 minutes. Most clips are voiced-over, while others feature natural sound.
- > Content in the Network will be expanded over time to include categories of interest to members, content from other video partners and member-contributed local content. AP retains full editorial control.

NEW ORLEANS/Oct. 2005 | AP video of police officers beating a retired teacher as they try to arrest him on Bourbon Street. (AP Photo/APTN)



Advantages

- > The AP Online Video Network provides AP members and customers with high-quality, time-sensitive news video for their Web sites.
- > AP controls selection and syndication of all editorial content. Microsoft provides a member-branded video player and tools to manage video content. Requires no investment in technology systems.
- > Network combines a turnkey technology solution with AP's video content on an ad-supported business model. MSN will handle advertising sales.
- > Offers revenue opportunity for members who drive traffic to the Network.

Summary

- > The market for online news video is growing rapidly. AP has partnered with Microsoft to launch an online video service that provides AP members and customers with news video for their Web sites in a member-branded video player.
- > Fully ad-supported, the service will launch with 40 clips a day. Content in the Network will grow over time.
- > Expected in late 2006: Users of the new service will have the opportunity to contribute their own video and to share revenue generated by their Network traffic.

Founded in 1846, **The Associated Press** is the world's oldest and largest news and information agency, providing content to more than 15,000 news outlets reaching billions of people around the world. AP provides coverage in every format and for every media.

450 West 33rd Street | New York, NY 10001 | www.ap.org

See for Yourself

According to a study released by the Online Publishers Association (OPA), video viewing online has reached the point where it is a routine practice for many Internet users. The AP Online Video Network is designed to make members more competitive in the rapidly growing online video business. Join today.

> Satisfy the real-time video news appetite of a growing audience

- Watching video online is becoming routine, with one in four watching online videos on a weekly basis; five percent watching online video daily.
- News and entertainment videos are among the most frequently watched online.
- More than one-fourth of viewers access news at least once per week.

> Increase traffic to your Web site and hold it longer

- Visiting specific Web sites is a very popular way for consumers to get online video.
- Viewers go to multiple destinations for video — and then surf for more.
- Online video viewers are cross-media consumers.
- More than 60 percent of heavy and moderate viewers surveyed read newspapers.

> Generate revenue with no upfront investment — by attracting desirable consumers and capturing emerging advertising opportunities

- Frequent consumers of online video are more likely to be young, male and affluent.
- Consumers are willing to pay for online videos to get freedom of access: one-third have registered with a site, and five percent have paid to gain access.
- Viewers are receptive to video ads and driven to act — 44 percent have taken some action after viewing a video ad, including checking out related links and Web sites as well as making a purchase.
- Shorter is better when it comes to video ads, but many viewers (39 percent) are willing to view ads more than 30 seconds in length.

Source: Online Publishers Association online survey of 1,241 Internet users (age 12-64), "From Early Adoption to Common Practice: A Primer on Online Video Viewing," April 2006

Contact info:

For more information, contact your Chief of Bureau.