



# SHORT FORM PROGRAMMING

UNLEASHING THE POWER OF ONLINE VIDEO

## the Statistics Speak for themselves

- Adding video to a website increases inbound sales calls by 30%
- 32% of online video viewers click to learn more about a product or service
- 50% of online consumers report being influenced by online destination websites
- Video viewing online (performed by 62% of users) outranks any other online activity including social networking (46%), podcasting (19%) and Twittering (11%)



**AROUND THE WORLD PRODUCTIONS** broke new ground in digital video production – using the latest technology to shoot, edit and deliver videos in a fast turnaround tapeless environment.

Responding to the changing online landscape, websites can no longer rely on simple text and still imagery to sell their product or service. Users are simply expecting more from their online experience. Turn your surfers into spenders by offering high quality videos on your website.

**AROUND THE WORLD PRODUCTIONS** is a full service production company dedicated to creating high quality short-form video for any platform. From development through production to delivery and final distribution - we closely work with our clients in every step of the process to make sure their goals are met and creative vision is realized.

We have been delivering award winning short form content for some of the biggest names in media. Specializing in travel content, all of our videos are customizable, integratable and shot in high definition – maximizing your ability to monetize your business.

**ONLINE VIDEO TOUCHES TRAVELERS AT EVERY POINT IN THE TRAVEL PROCESS...**  
Forrester Research June 2008

- Trip Planning:** Video Inspires Consumers - Seeing is believing
- Purchasing:** Consumer Confidence - Converting surfers into spenders
- Mobile:** On Location - Touching consumers while they are on the go
- Video Sharing:** Social Networking - Consumers share their experiences

**The world of online has changed...is your company prepared?**

*"We chose Around The World Productions to produce our web series for one simple reason...they get it!"*

Shane Farley - Executive Producer, Rachael Ray Show



*"CBS was proud to be a part of the web series Around The World For Free. Around The World Productions has its hand on the pulse of what online consumers are looking for in web programming!"*

Anne O'Grady - Executive Vice President Marketing, CBS



*"Around The World Productions has created over 75 destination videos for Travelchannel.com. They are a trusted provider of high quality travel content for our discerning users."*

Rani Robinson - Senior Interactive Producer, Travel Channel

