



## 2007 INTERACTIVE SUMMIT

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### MARC JENSEN & LORI YEAGER BREAKOUT SESSION

#### **Modern Video**

##### Introduction

- Marc Jensen
- Lori Yeager
- space150

##### Technical Innovation

- Early video on the web (before Flash Video)
- Flash revolution (Flash 6+)
- YouTube + More

##### Marketing Evolution

- Passive: Advertising shown on web
- Active: User Generated Content
- Integrated: Immersive advertising + Experiential content
- Online spending trends

##### The Future

- Adobe Flash
  - o View HD in a browser using Flash
  - o Adobe media player
- Video iPods/mobile video
- PVR
- Other (Microsoft SilverLight, etc.)

##### Marketing Opportunities

- On-demand economy
- Interactive advertising... finally a reality
- Re-packaging/extending content to drive tertiary sales

##### How to get started:

- Planning for ROI
- Personas are key
- Production – it's not about reproducing TV for the web

##### Q&A