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Moosylvania Declares Digital Video Explosion in 2010 By the Time You Read Moosylvania's XL Marketing Trends Report, TV and the Web Will Be Completely Integrated

By: Business Wire | 30 Sep 2009 | 08:30 AM ET Text Size

ST. LOUIS, Sep 30, 2009 (BUSINESS WIRE) -- Moosylvania, the digital, branding and promotion agency with an on-site, globally-ranked research facility, released today its much anticipated XL Marketing Trends Report: Chapter 2 -- Digital Video. The second installment of Moosylvania's six-chapter study defines the top digital video trends marketers must focus on now and well into the next decade. It is available for free.

"All conventional forms of media are incorporating digital video into their platforms," said Rodney Mason, Moosylvania's CMO. "Brand marketers now need to communicate directly with their target audiences through greater use of digital video on Mobile Web Devices, TVs, PCs, out-of-home and at the point-of-purchase because this is where their consumers are and what they prefer." The report notes that in 2010, Mobile Web Devices, such as smart phones and PDAs, will outnumber computers in the U.S. By their nature, Mobile Web Devices are designed to offer access to the Web via a minimized interface. This makes video a natural tool to deliver better Web-based information to mobile devices.

"Beyond its use on mobile devices, digital video -- led by the TV broadcast networks, producers, manufacturers and out-of-home media groups -- is making giant leaps to the Web and beyond," said Gus Hattrich, Moosylvania's president.

According to the report, the average Internet video experience soon will be more than just viewing a player with a little interactivity. On the horizon, look for two-way, real-time, 3-D, augmented, virtual, sensory enhanced, intuitive video.

"It sounds like science fiction, but the technology is already in the pipeline," Mason added.

All this and more is revealed in Chapter 2, which also includes access for brand marketers to the Mobile Marketing Tracker, a case-study engine that is a regularly-updated resource of current programs in the market.

To get a free copy of the Moosylvania XL Marketing Trends Report Chapter 2 -- Digital Video, go to www.moosylvania.com and click on "Insights." To see how Moosylvania can help to identify and fulfill your marketing needs, contact Rodney Mason at 314-644-7987, rodney@moosylvania.com or www.twitter.com/rodmoose. Videos are welcome! About Moosylvania Moosylvania is The Great State of Design, where insights are hatched in a globally-ranked research facility and nurtured by experts in the fields of Digital, Branding and Promotion. Great design is more than the extraordinary composition of creative elements; it is a process of originating and developing a concept from insights and a carefully constructed strategy designed to achieve measurable results. For more information, visit www.moosylvania.com or contact Rodney Mason at 314-644-7987, rodney@moosylvania.com or www.twitter.com/rodmoose. Follow Moosylvania on www.twitter.com/moosylvania.

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