



Magazine Publishers of America

## ALL ABOUT VIDEO

### Everything Magazine Publishers Need to Know about Video: *Production, Platforms, Metrics, Monetization and Best Practices*

Two Practical, Interactive, Panel Discussions of Everything Video: Best estimates suggest that video will be a \$5 billion advertising business by 2011. Video has become ubiquitous very fast and content producers are struggling to stay up with the dizzying changes in technology, metrics, ad formats and ad serving, viewer attribution, and research. And publishers looking to monetize video are finding it essential to develop greater collaboration between their content producers and advertisers.

In 2008 it is generally agreed that video has moved out of its silo and become a significant and fast-growing source of online content. One fact is irrefutable: 7 out of 10 internet users download videos. However, research suggests the viewing experience is uneven because of quality of videos and types of in-stream advertising. This growth will only accelerate as there is a more universal agreement on metrics.

The two panels are designed to provide state-of the industry answers to these and other questions about the burgeoning video market.

#### Panel 1: April 29 Video Production, Platforms, Delivery and Best Practices

This panel, populated with publishers and their technology partners, will explore the production of video content (investment, quality levels, ROI), technologies (including video players) and platform choices (in-house, out-sourced, hybrid), distribution (portals and in the growing third-party syndication marketplace), Ad Network choices and Best Business Practices across all these sectors.

The strength of this panel is that it is made up of publishers with growing video footprints and their video technology partners. The panel is designed so that participants will address the practical needs of video content producers in an intimate setting.

#### Panel 2: May 20 Video: Advertising, Metrics and Monetization

This panel will focus on ways to measure and monetize video. The session will explore metrics (clip interaction rates, average duration for clips views, clip click-through rates) that have found acceptance from site owners, advertisers and content providers. We will examine ad formats (in-stream, in-text, pre-mid-post roll), provide research about consumer preference for different types of video ads, and hear an agency perspective.

The bulk of the session will be devoted to monetization with examples and case studies from publishers, technology partners and syndicators.

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|---------------|---|
| <b>for:</b>   | Those directly involved in their companies video strategies   |
| <b>time:</b>  | 9:00 a.m. to 12:00 p.m. <i>(A continental breakfast will be served.)</i>  |
| <b>place:</b> | MPA Conference Center, 810 Seventh Avenue, 24 <sup>th</sup> Floor, New York City<br>(Between 52 <sup>nd</sup> and 53 <sup>rd</sup> Streets) |
| <b>fee:</b>   | MPA member companies \$225 per person per session; Nonmember companies \$425 per person per session.<br>Group discounts available.          |





**MPA CareerTrack 2008 Registration Form**  
**ALL ABOUT VIDEO**  
 MPA Conference Center  
 810 Seventh Avenue (bet. 52nd and 53rd St.), 24th Floor  
 New York, NY 10019

**Three Ways to Register:**

- Online [www.magazine.org/careertrack](http://www.magazine.org/careertrack)
- By Fax (212) 371-3165
- By Mail Magazine Publishers of America  
810 Seventh Avenue, 24th Floor, New York, NY 10019

Session is 9:00 am to 12:00 pm. Breakfast will be served at 8:30am.

- April 29 **VIDEO PRODUCTION, PLATFORMS, DELIVERY AND BEST PRACTICES**
- May 20 **VIDEO: ADVERTISING, METRICS AND MONETIZATION**

Registration fee includes networking breakfast and course materials.

|                                      | EACH SESSION   | GROUP* |
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| <input type="checkbox"/> Nonmembers  | \$425 per person   | \$395  |
| <input type="checkbox"/> *Group      | Two or more must register at the same time and be employed by the same company. Please photocopy this form for each additional registration. |        |

**Questions/more information:** Call MPA Events at (212) 872-3755 or e-mail [mpaevents@magazine.org](mailto:mpaevents@magazine.org).

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