



VIDCORP

THE FIRST ALL IN ONE
VIDEO COMMUNICATIONS PLATFORM

Video – it's here to stay!



27b
n

Global video
revenue will
rise to reach
\$27bn by
2018

92%

92% of
mobile
viewers
share video

64%

64% of
marketers
expect video to
dominate their
strategies in the
near future

80%

By 2019, 80%
of all
internet
traffic will be
video

From a recent Facebook Investor Presentation

“Facebook has become synonymous with mobile... the next frontier is becoming synonymous with mobile video.”

- Carolyn Everson, Facebook's vice president of global marketing solutions

What studies are saying...



96%

of B2B companies are planning to use video in their content marketing over the next year.¹

93%

of marketers use video for.⁶



Online marketing



Sales



Communication

50%

Online video now accounts for 50% of all mobile traffic.⁵

52%

of marketing professionals worldwide name video as the type of content with best ROI.³

59%

of senior executives agree that if both text and video are available on the same topic on the same page, they prefer to watch the video.⁷

52%

of marketers that believe that video marketing is effective for:⁸

⁴



Brand awareness

52%



Lead generation

45%



Online engagement

42%

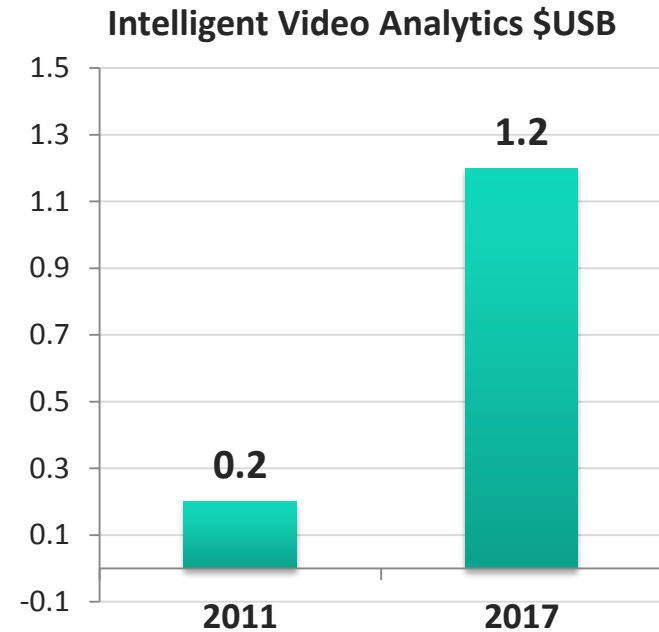
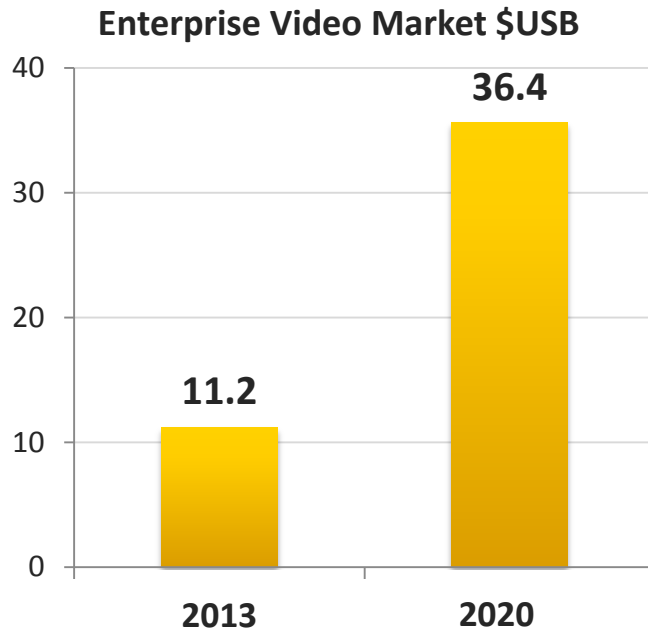
75%

of business executives watch work-related videos at least weekly.²

More than
80%

of senior executives watch more online video today than they did a year ago.⁸

The market opportunity is enormous



1 - <http://www.marketsandmarkets.com/PressReleases/enterprise-video.asp>

2 - <http://www.marketsandmarkets.com/Market-Reports/visual-communication-market-775.html>



VIDCORP

THE VIDCORP PLATFORM

The first all in one Video Communications Solution designed for businesses



Video in isolation



Competitors



Video Hosting

Store and stream video content

The VidCorp Platform



Video Hosting

We store and stream video content. We offer a complete range of security protocols that are designed for content control.



Distribute

We distribute those videos via SMS, email, apps and websites.



Engagement

We enable brands to engage with staff and customers through targeted videos combined with surveys and call to actions.

Through our analytics and user flow capabilities we can identify in real time all the relevant statistics to ensure end users receive the ultimate experience with content that is relevant and remain loyal to the brand



This way...
(14-21 DAYS & \$'000)

Our Way...
(5-10mins & fraction of the cost)

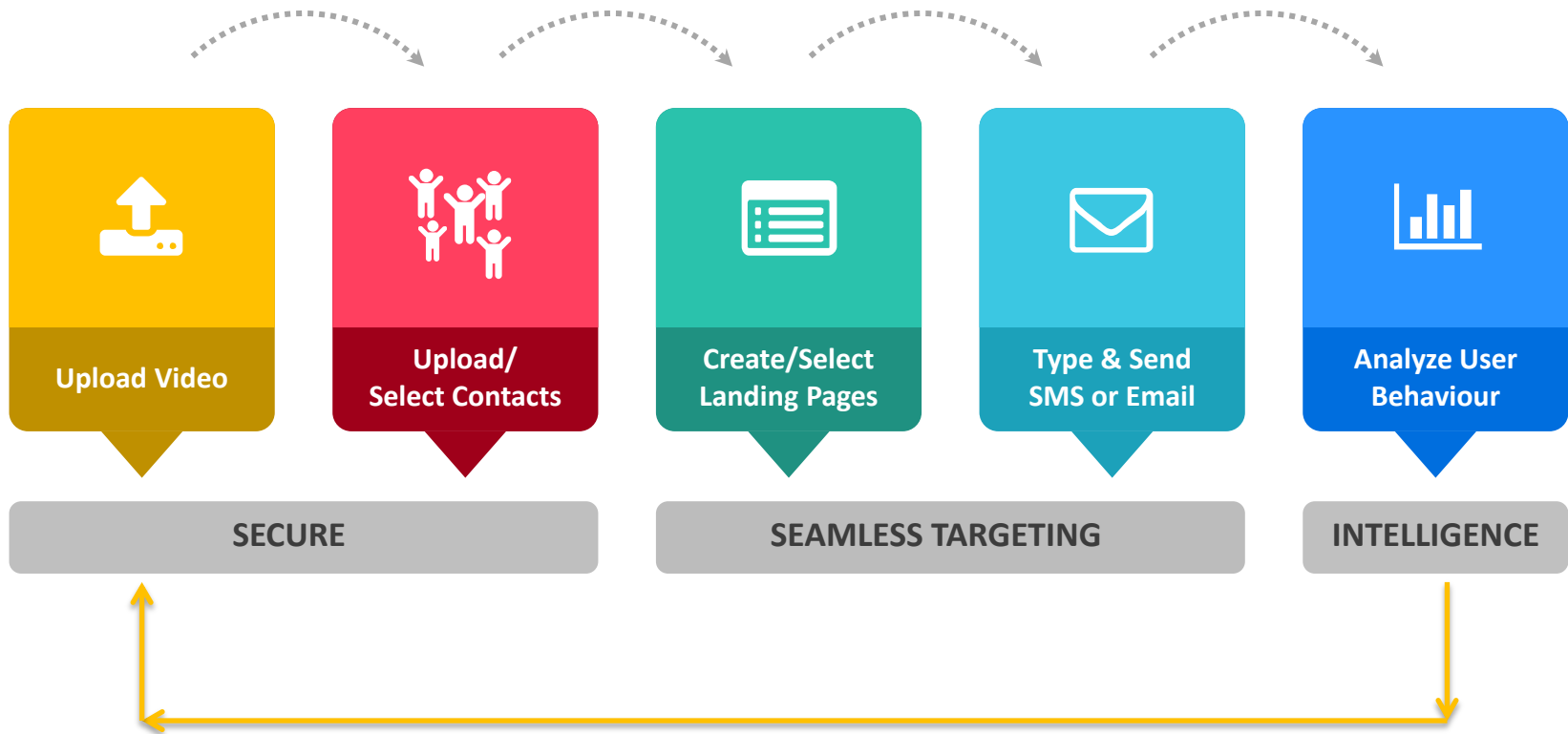


How it Works

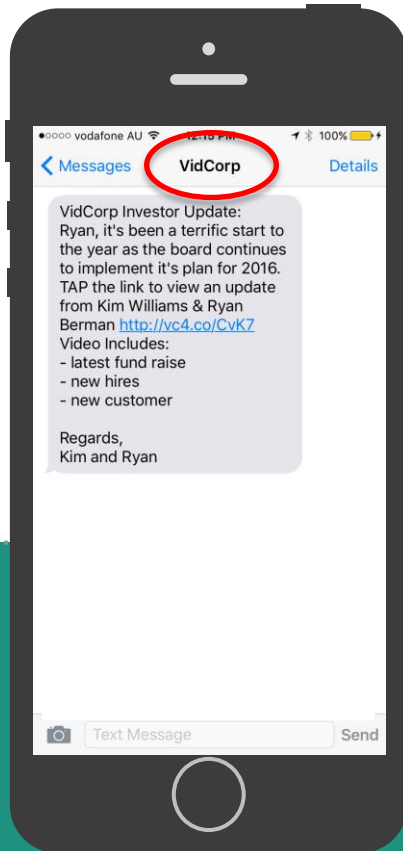
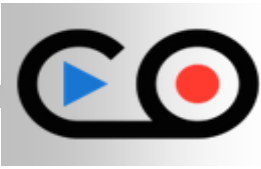


Smart. Simple. Secure.

Within 10 minutes a non-technical person can create and deliver a measurable video campaign



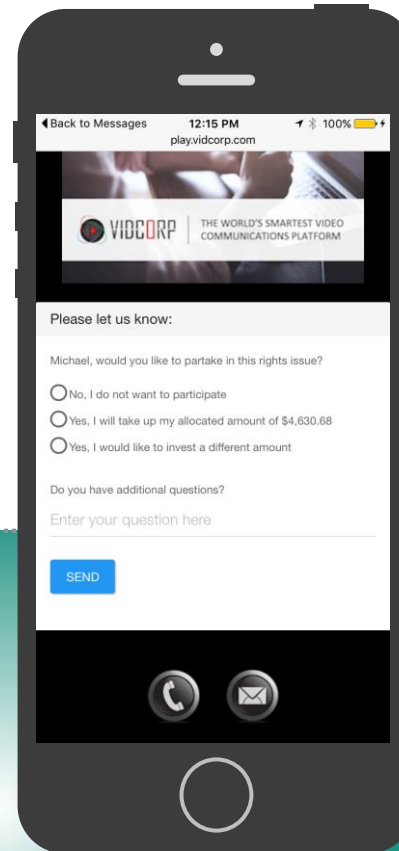
VidCorp Platform – End User Experience



Branded and
personalized



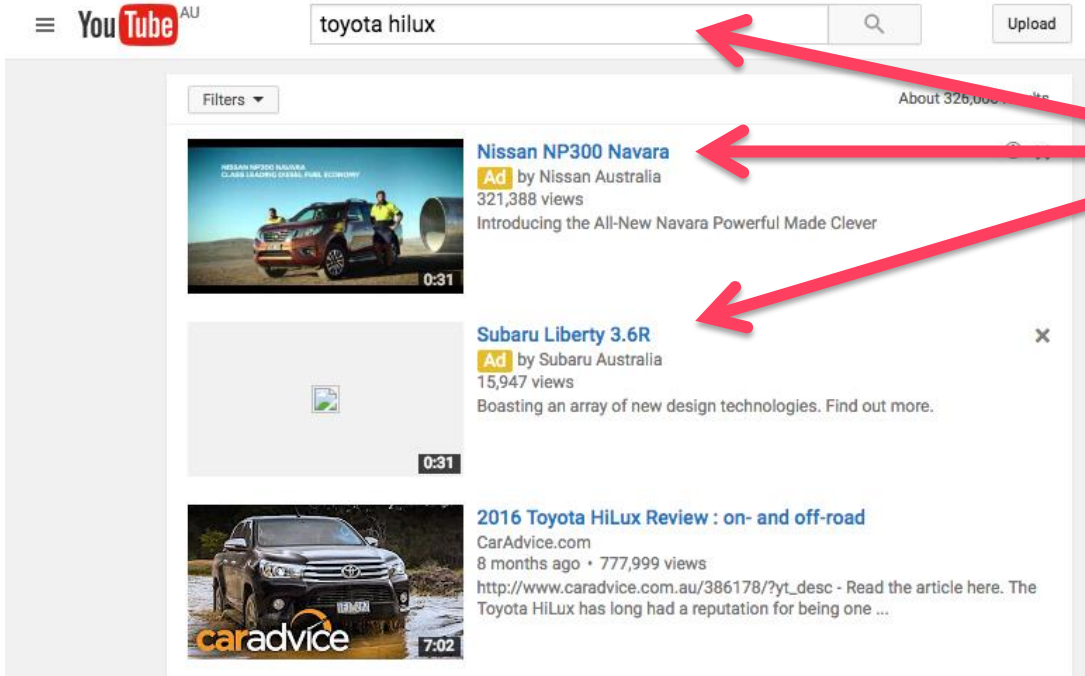
Tie relevant content to a clear call to action
in a short, simple and engaging way



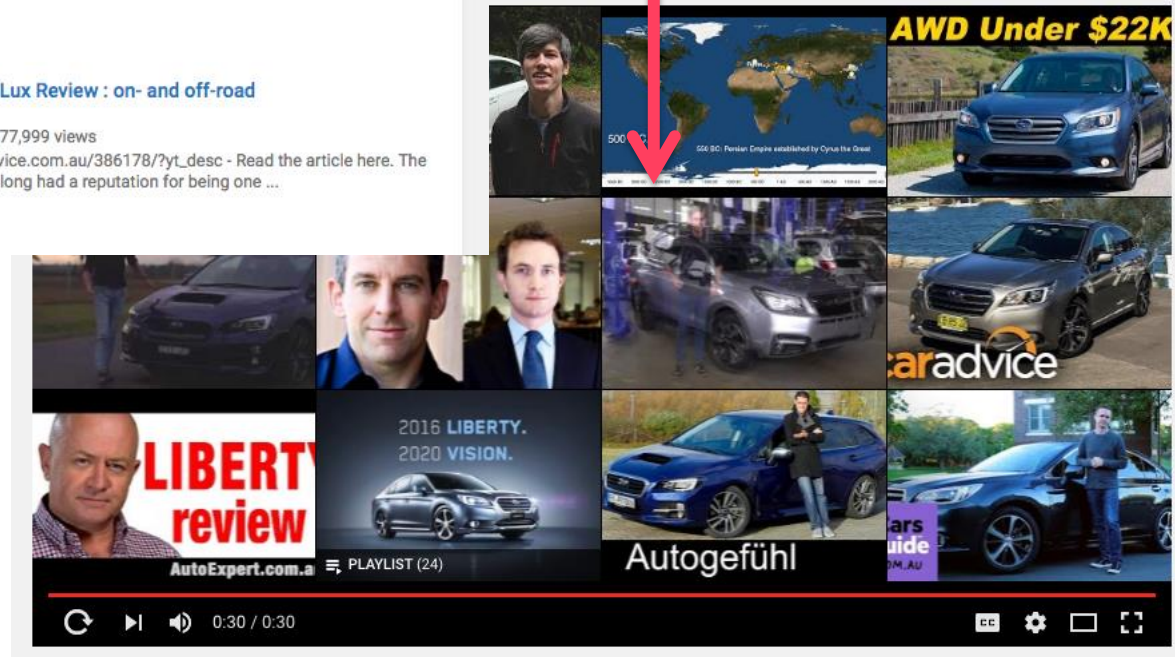
End-user receives branded
communication that is:

- Targeted
- Simple to navigate
- Content rich
- Actionable
- Measureable

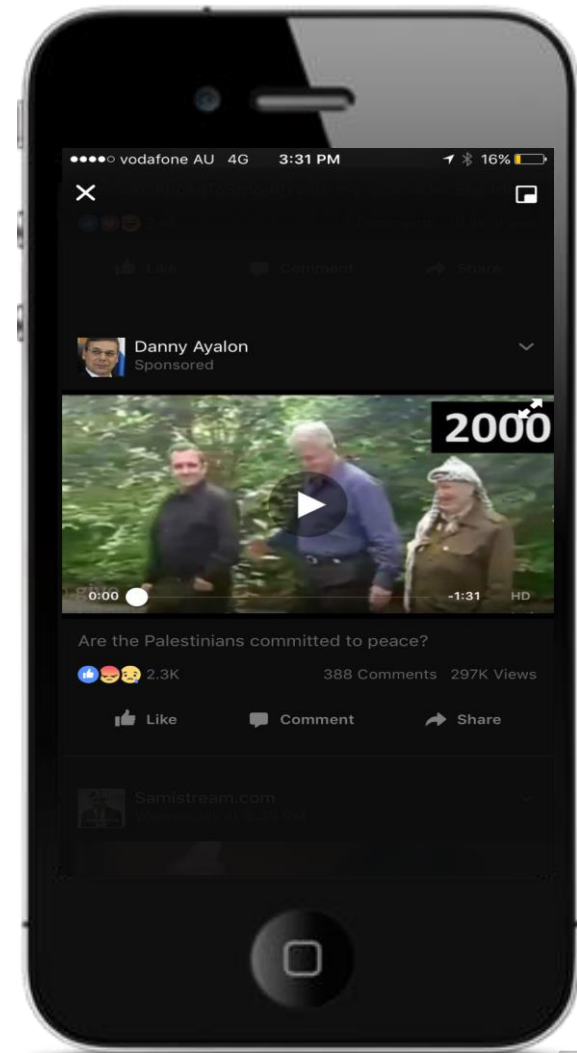
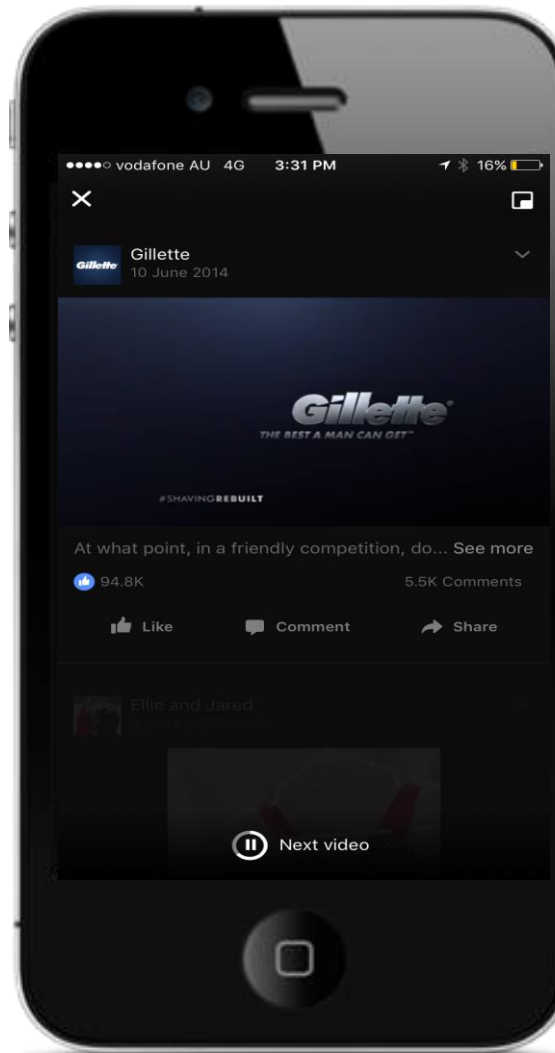
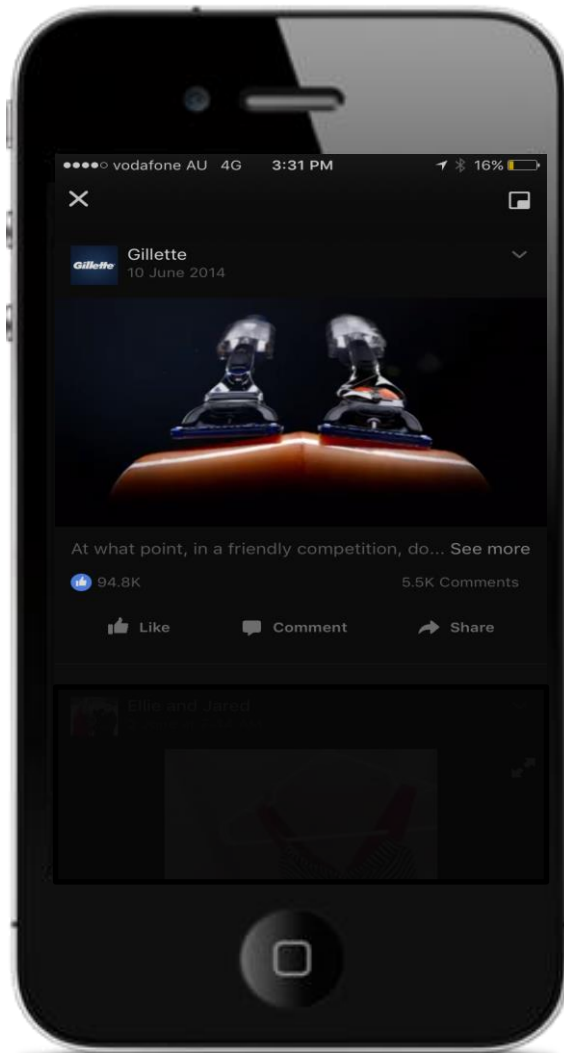
Business Objectives



Can't control
the users
journey



Business Objectives





An example

If a marketing manager of a large organisation wants to distribute a video they would need to do the following:

01 Create the video

04 Receive a URL link
to distribute which will
need to be shortened
using sites like bit.ly

06 Send campaign
through one SMS platform provider and
the email campaign through another.

02 Upload the video
to a video hosting platform
like YouTube (not secure)

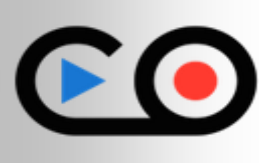
05 Engage IT
to provide an SMS /
Email gateway and data
(Estimated 2-7 days)

07 Measuring results
is almost impossible
given the diverse range
of platforms used.

03 Engage their agency
to create a landing page with embedded
surveys, call to action and payment
gateways (Estimated 21 days and \$6k)

= IT'S JUST TOO HARD!

One platform that makes it possible



SIMPLE

COST
EFFECTIVE

NO
IT / Digital





This way...
(14-21 DAYS & \$'000)

Our Way...
(5-10mins & fraction of the cost)







RYAN BERMAN
CEO & FOUNDER