



CELEBRATING 20 YEARS OF LEGAL BROADCASTING

IT'S NOT JUST VIDEO

IT'S **BROADCAST** VIDEO

VIDEO: FAST BECOMING THE NORM ON LAW FIRM WEBSITES LARGE & SMALL.

**But--95% of law firm video is . . . talking heads.** At desks. In conference rooms. In lobbies. Did you know the average internet video viewer's attention span is 20 seconds or less? Is a talking head compelling enough to "stay tuned?"

**It's not.**

VIDEO PRODUCED AS NEWS IS:

- **Watched longer:** There's a story being told, with you and your firm the center of the story. Stories with an "arc" hold attention beyond the 20 second average attention span, due to production values, b-roll, music, graphics, expert commentary, juxtaposition and more.
- **Has "legs":** Law firm videos produced as news have life and depth that garner greater and more frequent views than a talking head profile.
- **Lives on:** Law firm videos produced as news can stay vital and fresh, on your website, YouTube, iTunes, blogs, social media and more.
  - And the best part--the video is shared via e-mail, embed, link and more **as easily as business cards are traded.**

AND THE BEST PART:

**>>The value of video that has broadcast on a network affiliate is: INVALUABLE<<**

You and your firm, on prime-time television appearing with highly respected colleagues, adversaries, judges, elected officials, physicians, professors . . . you demonstrate your expertise alongside your adversary and others. It's you--and your firm--in action.

**SO IT MUST COST A LOT, RIGHT?**

**No,** compare and see: you and your firm get everything you see on the next page and more. For the same - or less - than talking head profiles.

Have you priced video lately? "Super" sites and other production companies easily run \$25-35k for just ten minutes or less. With us, you're on the air 360 minutes, add edited clips and legal news updates & soundbite interviews . . .

**Three and a half hours** -- and -- it lives on: your website, our website, we post on YouTube, iTunes, video aggregators and plug clips for posting on other's blogs. In fact, we run a video clips review service and if you'd like, we can let you know when others post clips of you. This wide distribution, which costs nothing as it grows, is happening more and more frequently-- for news-style production. Never, hardly ever for talking heads.