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### 25 shocking statistics that show why you need to be using

### VIDEO PRESS RELEASES now!

Wonder why you need to start using VIDEO press releases now? Here are 25 brilliant reasons!  
  
1. Videos Increase People’s Understanding Of Your Product Or Service by 74%  
2. YouTube Is The #2 Search Engine In The World and it’s results are also on the #1 search engine Google!  
3. One Third Of All Online Activity Is Spent Watching Video  
4. The Average Internet User Is Exposed To An Average Of 32.2 Videos In A Month.  
5. Every Day 100 Million Internet Users Watch An Online Video.  
  
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6. 50% Of Users Watch Business Related Videos On YouTube Once A Week  
7. 75% Of Users Visit The Marketer’s Website After Viewing A Video  
8. 75% Of Executives Watch Work-Related Videos On Business Websites At Least Once A Week  
9. An Average User Spends 16 Minutes 49 Seconds Watching Online Video Ads Every Month  
10. 80% Of Internet Users Remember The Video Ads They Watch Online  
  
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11. 26% Of Internet Users Look For More Information After Viewing A Video Ad  
12. 22% Of Internet Users Visit The Website Named In A Video Ad They Viewed  
13. After Visiting A Video Ad, 12% Of Viewers Purchase The Specific Product Featured In The Ad  
14. Website Visitors Are 64% More Likely To Buy A Product On An Online Retail Site After Watching A Video  
15. Real Estate Listings With Videos Receive 403% More Inquiries Than Those Without Videos  
16. Click-Through Rates Increase 2-3 Times When Marketers Include A Video In An Email  
17. Subscriber To Lead Conversation Rates Increase 51% When Video Is Included In Email Marketing Campaign  
18. 80% Of Your Online Visitors Will Watch A Video, While Only 20 Percent Will Actually Read Content In Its Entirety  
19. Your Website Is 50 Times More Likely To Appear On The First Page Of A Search Engine Results Page If It Includes Video  
20. In 30 Days More Video Content Is Uploaded  Than All Three Major U.S. T.V.  Networks Combined Have Created In 30 Years!!!!  
  
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21. 90% Of Users Say That Seeing A Video About A Product Is Helpful In The Decision Process  
22. 45.5% Of Internet Users View At Least One Video Online Over The Course Of A Month  
23. 45% Of Viewers Will Stop Watching A Video After 1 Minute & 60% By 2 Minutes  
24. 72 Hours Of Video Are Uploaded To YouTube Every Minute  
25. An Introductory Company Email That Includes A Video Receives An Increase Click-Through Rate By 96%   
  
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