



Universal SEO

Bringing Audio and Video Content to the
Search Economy

March, 2009

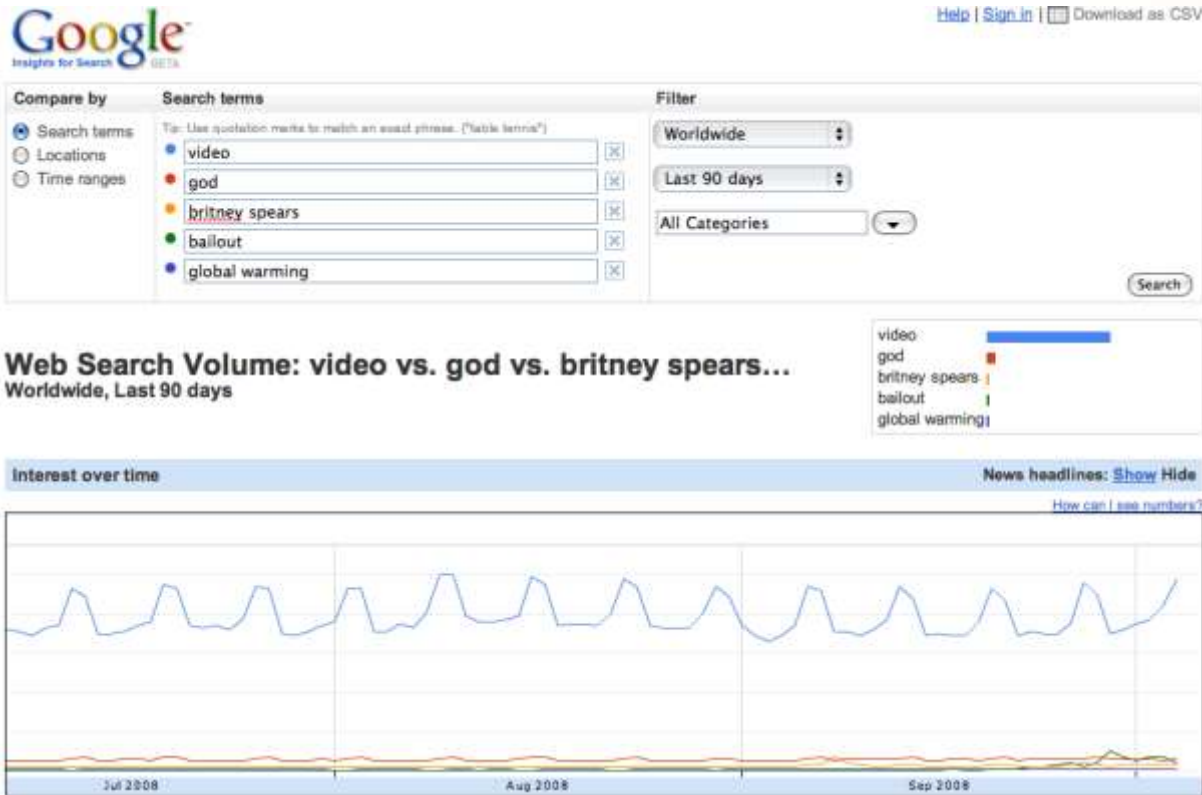


Online Multimedia Objectives

- Increase consumption of online media
 - Grow audience **reach** by attracting incremental unique visitors across online properties
 - Increase site engagement and media consumption through improved content **access**
- Create multimedia advertising inventory
 - Fill inventory with targeted ads to provide a relevant customer experience and optimal **monetization**



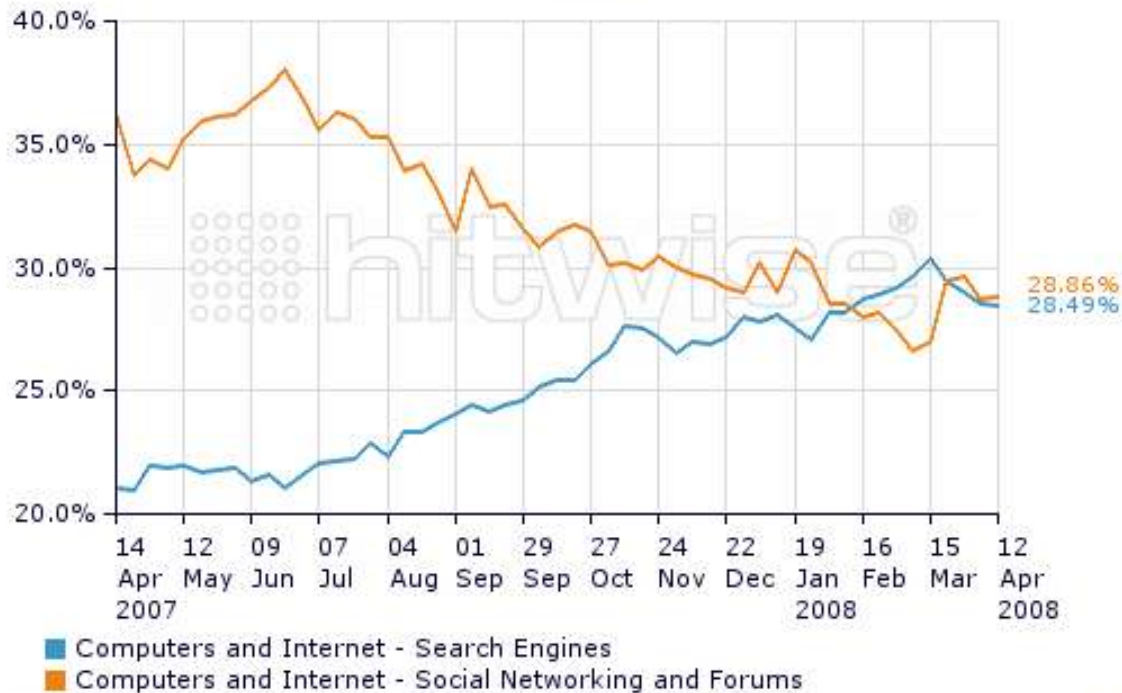
Consumers: Search Driving Video Discovery



- > The keyword “video” is one of the most popular words in Google’s web search logs

Consumers: Search Driving Video Discovery

Upstream Traffic from Search & Social Networks to Online Video websites



Weekly upstream % of 'Video Sites' (Cust. Cat.), based on US usage.
Created: 04/16/2008. © Copyright 1998-2008 Hitwise Pty, Ltd.

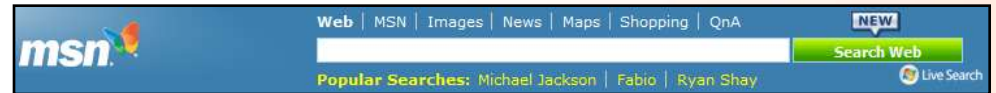


- > Search as a principal means of content discovery is ubiquitous with consumers
- > Search as referral source for video discovery is taking hold as higher quality content comes online and better technologies arrive to solve the problem
- > Publishers must have a strategy for including their content in the Internet's search economy or miss getting in front of a large part of their audience



Multimedia SEO Challenges

“How do I get my multimedia content into the Web Search engines?”



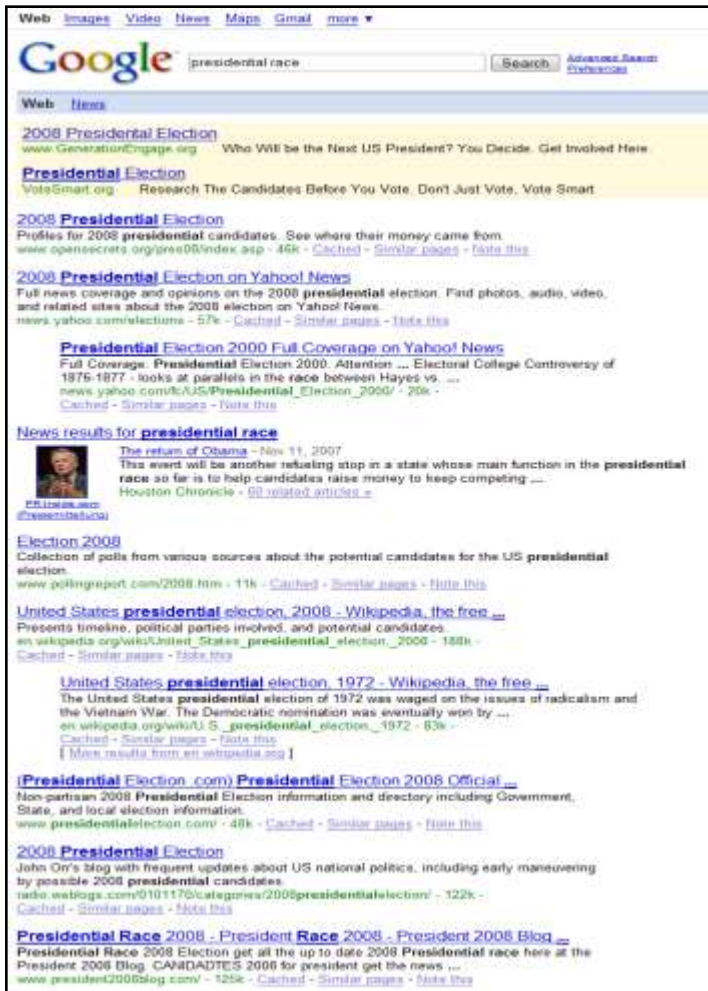
“How do I get my multimedia content into my Site Search engine?”



- > Web Search is the 2nd most used Internet application
- > Site search is the most used application on a typical web site

Multimedia SEO Challenges Cont'd

- > Difficult to achieve top placement in Google and other Web Search indexes for relevant search terms
 - Content is trapped within multimedia
 - Media player is invisible to crawlers



Market Solutions – Search Technology

The screenshot shows a Google search for 'Britney Spears'. The top result is from TMZ.com, titled 'Posts from the Britney Spears Category at TMZ.com'. Below it are several video results from CBS News, including 'Democrat Switches Parties In...', 'Bobby Jindal', 'Morley Safer's Notebook', 'Halperin On Obama And Jindal', and 'Americans Can Do Anything'. The CBS News interface includes a search bar with 'bobby jindal' entered, a 'SEARCH' button, and various filters like 'Relevance', 'Type', and 'Date'.

> Universal Search

- All possible results integrated into one search experience
- Video Sitemaps, MRSS

> Vertical Search

- Content-Type or niche specific results
- Custom crawlers, MRSS

> Enterprise Technologies

- Autonomy, Viewdle

This block contains logos for four search technologies: 'blinkx' (a stylized 'b' followed by 'linkx'), 'Autonomy' (a stylized 'A' with a globe), 'Viewdle' (a blue circle with a white dot), and 'Videosurf' (a black bar with 'VIDEOSURF' in white and 'BETA' below it). Below the logos is a search bar with 'barack obama' entered and a 'Search' button.



Publisher Solutions – Search Engine Optimization



> Apply “Universal” SEO techniques to all content

- Unique, meaningful URL’s
- Semantic HTML with title and description and tags
- Permalinks (non-expiring), Sharing, Bookmarking

> Video is at a fundamental disadvantage in search

- Lack of text for relevance determination

Text Drives Discovery...

Problem

Search engines have historically had very little to work with in terms of properly discovering and indexing multimedia content:

CNNMoney.com Tech Talk (video) - Microsoft conquers China Jul 12, 2007

CNNMoney's Jim Ledbetter and Fortune Magazine's David Kirkpatrick discuss Microsoft's success in China in this week's Tech Talk.



Opportunity

The value of multimedia content is “trapped” inside the files, out of view of search engines. Titles and tags miss key concepts within the files:

...led by Bill Gates and Craig Mundy who had a policy in sort of adopted China's personal project. The company recognize that if they were going to succeed in. They couldn't just try to sell software like -- real world. What they had to do was figure out. What the country was trying to accomplish and effectively align their own corporate goals and strategy with those of the government. And they proceeded fairly deliberately over the course of the next several years to do that and the end result is that today. They are arguably the Chinese government favorite technology company when Hu Jintao came to the United States. He was the first place you went with Microsoft campus in Redmond. And had dinner Bill -- house that night. And that's the testimony in itself. What are the strategies product mix in the schools the Chinese government that Microsoft is now so tapped into. Well I think number one is that the Chinese government wanted to develop its -- software. And Microsoft really worked hard to help them understand what that would mean and it was not that painful from -- do that because. -- they've made -- point that you can't really have a software industry without the intellectual property protection thought. So it's -- that's where the the beautiful synergy came out is that. Microsoft was able to advance its commercial goals while advancing the Chinese government's interest in a very harmonious way because. What it had to do was convince China that intellectual property protection -- but it software. More than in any other sectors of intellectual property the government has really been firm taken concrete. Steps that have had a big difference in Microsoft's revenue and time.

Intellectual Property Protection

Publishing text levels the playing field



http://www.foxnews.com/video-search/m/21940603/worst_is_yet_to_come.htm

FOX NEWS Fair & Balanced

HOME U.S. WORLD BUSINESS POLITICS ENTERTAINMENT LEISURE HEALTH

LIVE

HARRY DENT
ECONOMIST AND AUTHOR

AMERICAN NEWS

0:02:39 / 0:05:10

SCENES SHARE PLAYLIST

in this video

About This Video

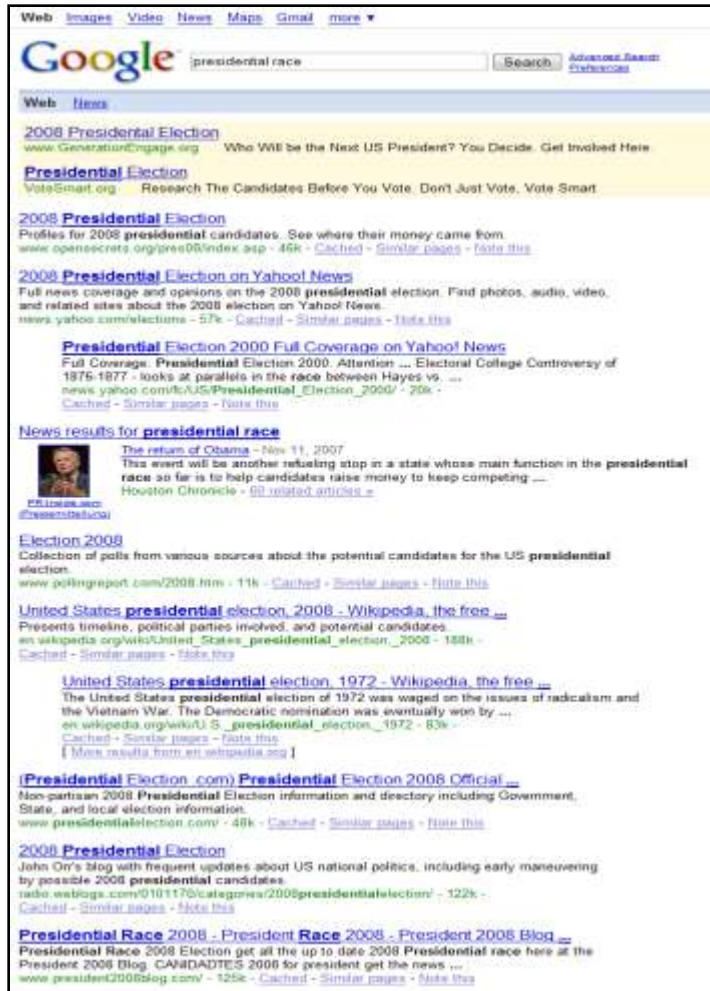
Title: Worst Is Yet to Come?
Published: Mon, 2 Mar 2009
Description: Economist predicts Great Depression still ahead of us

Automatically Generated Transcript (may not be 100% accurate)

* Americans are getting tired of watching — money will melt away on Wall Street which is the past time right now take a look at it down below 7000. For the first time in almost 100 years. But — respected economist Harvard MBA says the worst is yet to come and that there is nothing president Obama or anyone else for that matter can do about it. Harry — economist and author of the Great Depression is already joining me now. Hi Harry. Nice to be back here we welcome back to the program all right so you up. I find your resume impressive yet it was finding quite depressing. How come but by you — like you see it and you predicted the Dow was going to fall.

- > Universal SEO means publishing rich, meaningful text with all multimedia content
 - Good for Web Crawlers
 - Good for Ad Servers
- > Speech-to-Text is the most viable approach to accomplish Universal SEO
 - High-quality technology providers
 - Faster, Cheaper than manual transcription

Universal SEO allows multimedia to compete in the search economy



- > Web Crawlers treat multimedia with transcripts the same as any other web documents
- > Multimedia can begin to compete based on content not just content-type

Thank You

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