

# LIFE OF VIDEOS

## Instructional Video

## Informational Video

## Entertainment Video



### MISSION

Teach.  
Educate.  
Guide.

Deliver facts.  
Explain ideas.  
Share news.

Surprise.  
Amuse.  
Inspire.

### WHAT MAKES ME SUPER

Easy to follow

Short / Concise

"Step-by-step"  
Instruction

Short / Concise

Subject / Content  
Of Interest

Good Quality  
Information

Humor

Entertaining

Good Music

### ABOUT MY WORK

#### VIEWING HOURS



I am viewed most  
from 9 AM to 12 PM.

#### VIEWING HOURS



I am viewed most  
from 9 AM to 12 PM.

#### VIEWING HOURS

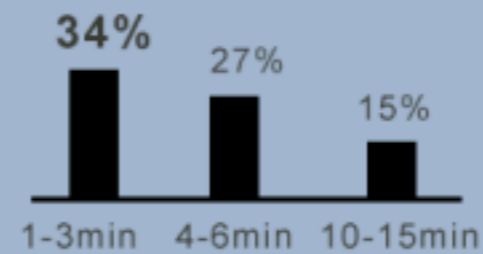


I am viewed most  
from 7 PM to 9 PM.

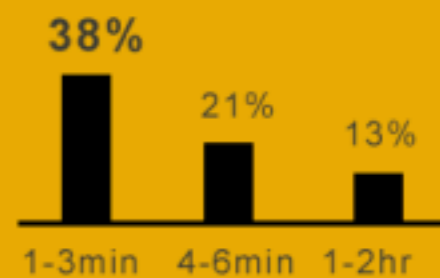
#### PREFERRED LENGTH



#### PREFERRED LENGTH



#### PREFERRED LENGTH



#### VIEWING FREQUENCY



1-3 times per week- **32%**  
once a month or less- 28%  
1 time per week- 20%

#### VIEWING FREQUENCY



1-3 times per week- **30%**  
2-5 times per week- 26%  
1 time per week- 19%

#### VIEWING FREQUENCY



2-5 times per week- **33%**  
1 time per week- 21%  
5+ times per week- 19%

#### VIEWING LOCATION



35% of my audience  
watches me at **WORK**

#### VIEWING LOCATION



37% of my audience  
watches me at **WORK**

#### VIEWING LOCATION



53% of my audience  
watches me at **HOME**