



## Christmas surge in online content consumption

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**While bricks and mortar retailers are feeling the heat of the economic climate, the latest figures from Flixmedia.tv reveal that online consumer numbers are continuing to grow.**

Global online content producer and distributor, Flixmedia.tv, released consumer content delivery viewing levels for the Christmas 2008 season this week.

They show that audiences viewing Flixmedia's rich product content on key online retailer sites peaked on 27th December, with an average of almost 100 consumer connections per second.

Viewing time for the content delivered on behalf of consumer goods manufacturers - including Philips, Samsung and Sony - averaged at an impressive 1 minute and 57 seconds per session.

“This shows us that consumers still want to be guided towards finding the 'right' electronics products for their needs” said Alison Dodd, Global PR & Marketing Manager at Flixmedia. “Our content makes these products more tangible; allowing customers to hear all about the innovative features and real-life benefits, and to visualise them within their own lifestyle. It's stimulation for the senses, via a truly unique online sales assistant.”

“Our Christmas results not only endorse Flixmedia's video production techniques and distribution approach, but they show that rich product content is an extremely sound investment in helping and encouraging customers to browse, select and buy. Particularly now, when higher levels of customer service and added value can make all the difference.”

“It's also clear from our results that television advertising and retailer sale campaigns are generating consumer interest” she added. “So, once our vendor and retailer clients have driven the consumer to the destination, we have a responsibility to deliver an engaging and educational customer experience – by providing all the guidance they need to make the most informed buying decisions.”