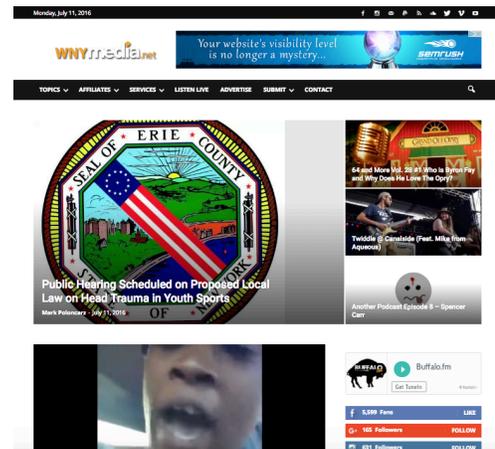


## WNYmedia Network

**WNYmedia Network** is a user generated content & video delivery network of over **50 local contributors** focused on Public Good, Live Music, Great Food, Good Government and Buffalo's Best Sports Teams.

- **Alexa Ranking: 122,323**
- **Monthly Visits ( Ave) : 215,000**
- **Monthly page views (Ave): 1,200,000**



## Buffalo.FM



**Buffalo.fm** is a multimedia website documenting the unique live music experiences of today's best music & advocating Buffalo, NY as a world-class **live music destination** featuring regular live video streams of concerts, exclusive downloadable audio content and HD Video on demand

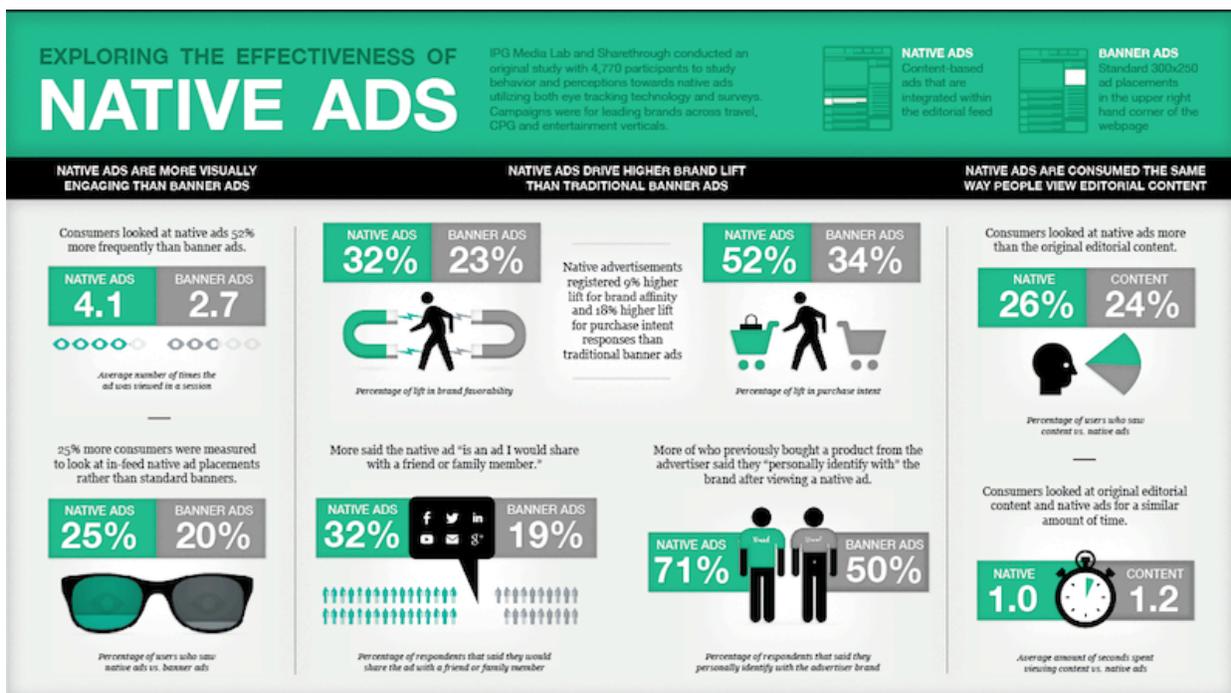
- **Monthly Visits ( Ave) : 75,000**
- **Monthly page views (Ave): 510,000**

## Banner Advertising



Banner advertising is a very affective way to getting your brand in front of a lot of people quickly. While we try to employ some more effective advertising techniques below, we offer top placement banner advertising on all of our network web pages.

[Contact us here and we will send you more details](#)



## Sponsorship Video



<https://www.youtube.com/watch?v=cnLuRNhZ6fk>

**We produce shareable, social video on all different topics daily. Maximize the social reach of our videos by advertising on one of our video segments.**

### Performance



VIEWS  
**4,556** ▲



ESTIMATED MINUTES WATCHED  
**17,606** ▲

## Live Video Streaming



Expand your audience!

Live streaming is being leveraged by companies of all sizes to expand the reach and impact of key events, meetings and brand messages.

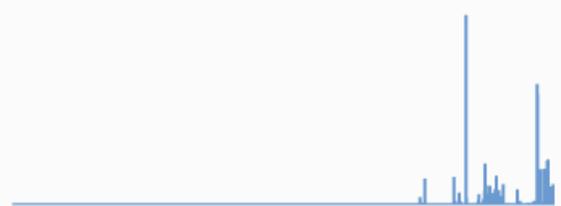
[Contact us today to live stream your next event.](#)

**AVERAGE  
VIEWING  
TIME:**

**14:50**

Watch time \*  
Minutes

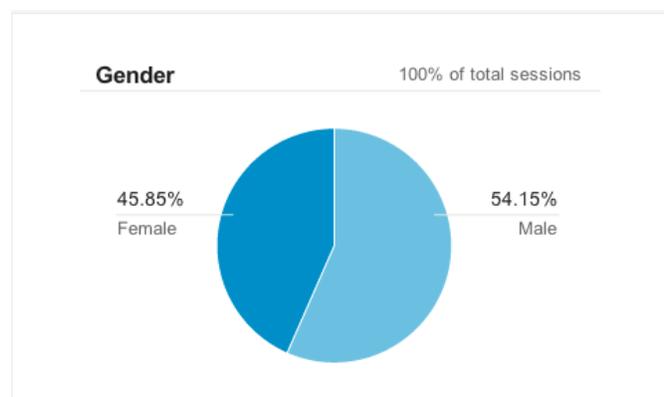
257,372



## Content Advertising



Start a conversation with custom social content. Our creative team works with you to weave their story into custom social posts that consumers identify with and share, written in an authentic brand voice. We then promote the content on our homepage and across the site on both desktop and mobile platforms kickstarting your campaign.



## Social Media Marketing



Let us build a campaign that uses the power of social media to promote your brand or products. Because traffic from social media sites is usually highly targeted, visitors are more likely to turn into customers and buyers than visitors who find your site via search



Whether you're a business looking for new clients, a band looking to promote your next song, a restaurant promoting a new menu or a politician running for office, we can produce a video that gets you noticed. Contact Us today to get started!

Marc Odien - (716) 430-6102 or [marc@wnymedia.net](mailto:marc@wnymedia.net)

Alison Burke - (716)535-5315 or [Alison@wnymedia.net](mailto:Alison@wnymedia.net)

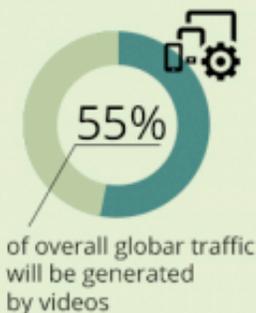
## SHOCKING VIDEO MARKETING STATS THAT WILL MAKE YOU GRAB YOUR CAMERA RIGHT NOW



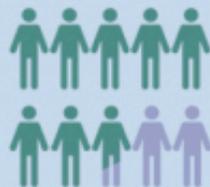
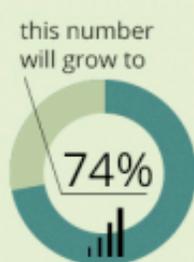
Everyone is talking about the power of video marketing. Only few actually use it. **DO YOU STILL QUESTION THE IMPORTANCE OF VIDEO FOR YOUR BUSINESS? THESE NUMBERS WILL FINALLY GIVE YOU A BOOST.**

### ONLINE VIDEO FACTS

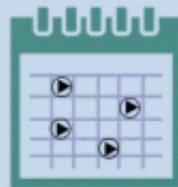
IN 2016



IN 2017

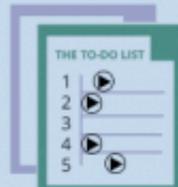


of users watch online videos at least once a week



55%

of users watch online videos everyday





## 6 Game-Changing Video Marketing Trends in 2016

1

### TRADITIONAL TELEVISION VIEWING IS DEAD

RIP



- TV viewership peaked in 2010 and has been falling ever since
- Internet Video to TV is predicted to increase 4x from 2014 - 2019
- **8.5 million** - the number of 18-34 year olds using smartphones, tablets, streaming boxes or game consoles per minute

2

### MOBILE VIDEO GRADUATES

- Mobile video ad spend grew from \$1.5 billion to \$2.7 billion, a 75% boost in **just one year**
- Mobile video alone makes **24%** of all digital revenue and projected to reach **29%** in 2016
- Use of the YouTube app on smartphones has increased 34% over the past year
- **Hours spent on YouTube per month**
  - Smartphones: 5 hours
  - Tablets: 9 hours

