



Jun Group Puts Value on Earned Media, Study Finds Average Social Video Campaign Earns More Than 30 Percent Additional Media Value-to-Spend

NEW YORK – Jan. 31, 2011 – “Earned media” is inconsistent and famously difficult to value. Jun Group (www.jungroup.com), the premier social video platform, today announced a study that provides simple metrics for valuing earned media – and clear evidence that social video programs consistently deliver earned media results.

“Earned media is no longer a viral video fantasy. It is now a viable paid-media strategy that consistently delivers measurable results for everyday brands,” said Mitchell Reichgut, founder and CEO of Jun Group. “We’ve taken the mystery out of earned media and replaced it with complete transparency and clear, tangible metrics.”

Jun Group defines earned media as a series of actions that users initiate after watching a social video. These post-view actions include Facebook page visits, brand page visits, store locator usage, coupon and recipe downloads, Tweets, e-mail shares, replays, and clicks to watch more videos – all of which are measured by Jun Group’s *Voyeur* analytics dashboard.

Jun Group’s study placed a monetary value on each action based on conservative industry data. A visit to a brand’s Facebook page, for instance, is valued at \$1.00 in the study, which is on the low end of pricing for cost-per-click advertising.

Once the values were assigned, Jun Group analyzed 7.9 million social video views for brands across a number of vertical categories, such as CPG, health and beauty, sports, technology and luxury goods. Videos ranged from 15 seconds to 3 minutes-long and users opted-in to see them in exchange for virtual goods or currency.

Importantly, all of the earned media activity measured by the study was generated after users received their virtual rewards. “When you respect people, don’t interrupt them, and put them in control, they respond in a positive way,” Reichgut said. “It’s that simple.”

According to the study, Jun Group’s average social video campaign delivered 30.1 percent of additional media value above-and-beyond the media spend. In other words, clients that spent \$100,000 with Jun Group in 2011 received over \$130,000 of value on average.

Facebook page visits were by far the most popular earned media action, representing 62 percent of all post-view activity in the Jun Group study. Brand-specific actions, such as store locator usage, brand page visits, etc., were the next-most popular actions, accounting for 15 percent of the post-view activity. Surprisingly, Tweets were the least popular action, representing approximately one percent of the post-view activity.

About Jun Group

Jun Group is the premier social video platform. The company’s distribution technology delivers millions of monthly opt-in video views across social networks, mobile devices, premium content sites, and YouTube. Jun Group distributes videos from 15 seconds to 3 minutes-long with exceptionally high completion rates and significant post-view activity, such as web site visits, coupon downloads, and store locator usage. The company’s analytics dashboard, *Voyeur*, provides real time data about views, shares, likes, tweets, ratings, comments, and geographic dispersal down to the state and town. Founded in 2005,



Jun Group's clients include Fortune 500 brands, major entertainment companies, and media and creative agencies. For more information, visit www.jungroup.com.

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