



Interactive, Entertainment, Merchandising



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ShopNBC.com turns up online video volume

ShopNBC.com is building on its use of online video with the rollout of product content developed exclusively for the web. The home shopping and web retailer added product webcasts to its ShopNBC.TV e-commerce site as part of a beefed-up Internet strategy.

The first of five webcasts devoted to wristwatches was shown on ShopNBC.TV this week and a new one will run daily through Monday.

“Video increases conversion rates and engages our loyal customers,” says Geoff Smith, vice president of ShopNBC.com. “With the launch of our exclusive webcasts on ShopNBC.TV we are now truly beginning to merge the lines between our traditional TV business and e-commerce.”

ShopNBC.com attributes annual sales growth exceeding the industry average in part to the use of online video, including more than 4,000 product clips. The company, No. 64 in the Internet Retailer Top 500 Guide, is a subsidiary of ValueVision Media Inc.

The new webcasts run 30 to 40 minutes and provide shoppers information about watches exclusively available on ShopNBC.com. The webcasts enable ShopNBC to reach a broader Internet audience of new customers while retaining current TV customers by extending the TV programming to the web, the company says.

ShopNBC.com deployed high resolution video players on its home site and on ShopNBC.TV in May. Average viewing time for the enhanced live video stream is five times higher than for the previous version, and conversion for products is significantly higher when web video is a part of the customer experience, the company says. ShopNBC.com reported web sales of \$177.2 million in 2006.

The new webcasts are broadcast live online, then are available for two weeks after the original air date. ShopNBC.com terms its use of online product video “Phase 1” and has undisclosed plans for more use of video-commerce. “We will continue to test and develop new forms of web video and fully integrate our ‘v-commerce’ content into our online customer experience,” Smith says.