

# Phillips MediaSource WhitePaper

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## 10 Reasons Video Will Dominate 2014

- 1. 90% of information transmitted to the brain is visual. Visuals are processed 60,000X faster in the brain than text.**
- 2. Videos on landing pages increase average page conversion rates by 86%.**
- 3. Visual content is social-media-ready and social-media-friendly. It's easily sharable and easily palatable.**
- 4. Businesses who market with infographics grow in traffic an average of 12% more than those who don't.**
- 5. Posts with visuals receive 94% more page visits and engagement than those without.**
- 6. 60% of consumers are more likely to click on a business whose images appear in search results.**
- 7. 67% of consumers consider clear, detailed images to carry more weight than product information or customer ratings.**
- 8. Visuals show your products without telling people about them. This allows viewers to make their own decisions without feeling pressure from your business.**
- 9. Visuals express ideas quickly – in a snapshot. This breaks through the overwhelming clutter of online content.**
- 10. Visuals are becoming easier and easier to create as photo editing tools become more accessible.**