

Multimedia Content Drives Nearly 10 Times More Visibility than Text, PR Newswire Study Confirms

PR Newswire's second study reveals that multimedia content continues to significantly enhance press release visibility

NEW YORK, November 27, 2012/PRNewswire/--PR Newswire today released the results of its second deep dive analysis of its press release data, revealing once again that press releases that include [multimedia assets garner significantly more visibility](#) than text-only releases – up to 9.7 times more.

Following the 2011 study, PR Newswire's 2012 study examined data from PRNewswire.com via Adobe's SiteCatalyst. PR Newswire's web analytics team analyzed thousands of press releases published in 2011 and 2012 to determine the impact that adding photos, videos and other downloadable content has on levels of engagement with press releases.

The data shows that simply adding a photo to a text-only press release increases visibility by **1.8 times**, while adding a video to a text-only release delivers **4.3 times** the number of views. Including both photo and video content further enhances a story, driving visibility by **7.4 times** more than plain text releases. The web analytics team at PR Newswire also compared releases with additional layers of assets including downloadable files such as PPTs, PDFs, and DOCs along with photos and videos. Although the number of such stories was fewer than those with just photos and videos, they received even more visibility and interaction, representing the potential for releases with photos, videos *and* downloadable files to drive **up to 9.7 times** more visibility over text-only releases.

"Photos, videos, infographics and other types of multimedia assets present information in a more compelling and attractive way so it's no surprise that they boost content visibility so significantly," said Rod Nicolson, vice president, global reporting, PR Newswire. "The volume of multimedia content distributed through PR Newswire is higher than it has ever been and it is extremely encouraging to see that our customers are embracing the power of multimedia to capture the attention of their audiences, build brand awareness and power content marketing initiatives."

PR Newswire offers a variety of digital tools and multimedia platforms to support its customers' public relations and content marketing needs. To learn more, [click here](#).

About PR Newswire

PR Newswire (www.prnewswire.com) is the premier global provider of multimedia platforms that enable marketers, corporate communicators, sustainability officers, public affairs and investor relations officers to leverage content to engage with all their key audiences. Having pioneered the commercial news distribution industry 58 years ago, PR Newswire today provides end-to-end solutions to produce, optimize and target content – from rich media to online video to multimedia – and then distribute content and measure results across traditional, digital, mobile and social channels. Combining the world's largest multi-channel, multi-cultural content

distribution and optimization network with comprehensive workflow tools and platforms, PR Newswire enables the world's enterprises to engage opportunity everywhere it exists. PR Newswire serves tens of thousands of clients from offices in the Americas, Europe, Middle East, Africa and the Asia-Pacific region, and is a UBM plc company.

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