



Client Experience Report

2008Q2



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Client Experience and Website Usage Report

Introduction

As an Internet company that truly values the feedback it receives from its customers, Voices.com conducts on-going industry and market research.

This report focuses specifically on how clients (buyers) use Voices.com to search for, audition and hire voice over talent (service providers) as well as identifying the key factors taken into consideration during the hiring process.

How to use this information

When reading this document, bear in mind that the need for voice over is directly related to the current status of each medium or application. The key players in the industry are outlined below for your convenience to identify the unique roles that are played within voice over as a profession.



Executive Summary

Highlights

- Voices.com now serves **92,736 people**
- The number of **job postings at Voices.com has increased by 130%** from this time last year.
- The number of **voice talent hired at Voices.com has increased by 548%** from this time last year.

Industry Notes

- Two major podcasting websites have been sold recently (Odeo and PodTech)

Source: TechCrunch , VentureBeat

- The Screen Actors Guild (SAG), and the American Federation of Television and Radio Artists (AFTRA) are currently suffering a deep rift, and both struggle to find a meaningful way to represent voice actors in today's new paradigm.

Source: Dave Courvoisier, Voice Over Times

Trends

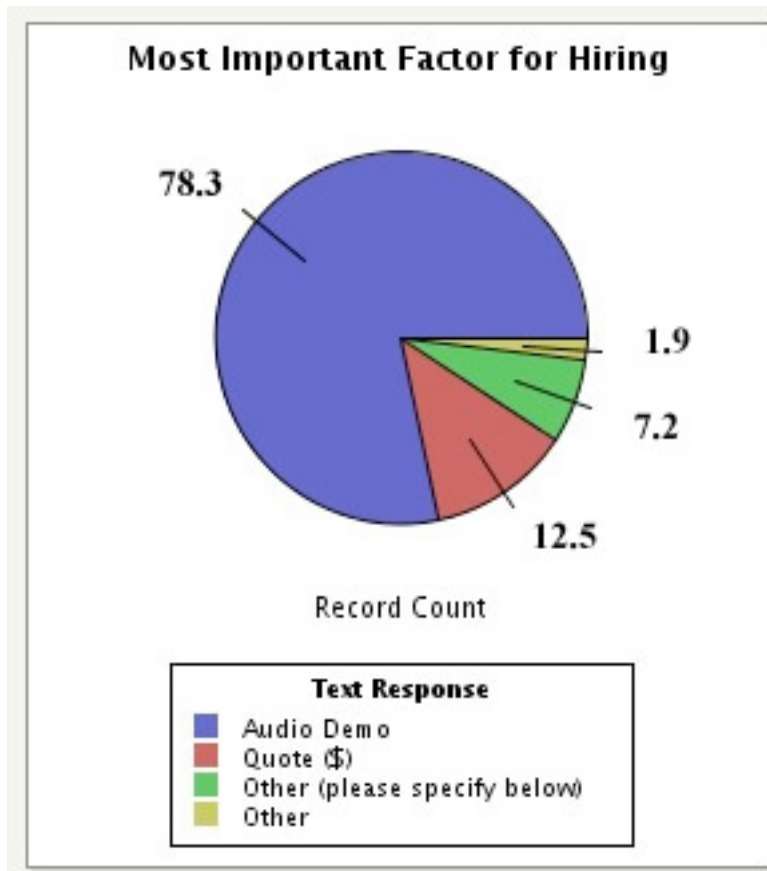
Clients are increasingly depending on polished voice-over demos, custom auditions and quick turn around to complete their projects in a timely manner.

New conferences, educational resources and marketing opportunities are paving the way for motivated voice talent to use this time wisely and leap-frog their slower to adapt colleagues.

Budgets

Dollars invested in voice-overs are on the rise. In fact, the average payment at Voices.com using the SurePay escrow service has increased by 5% from this time last year. This is mostly due to more jobs at higher budgets being procured at Voices.com.

Most Important Factor When Hiring a Voice Talent

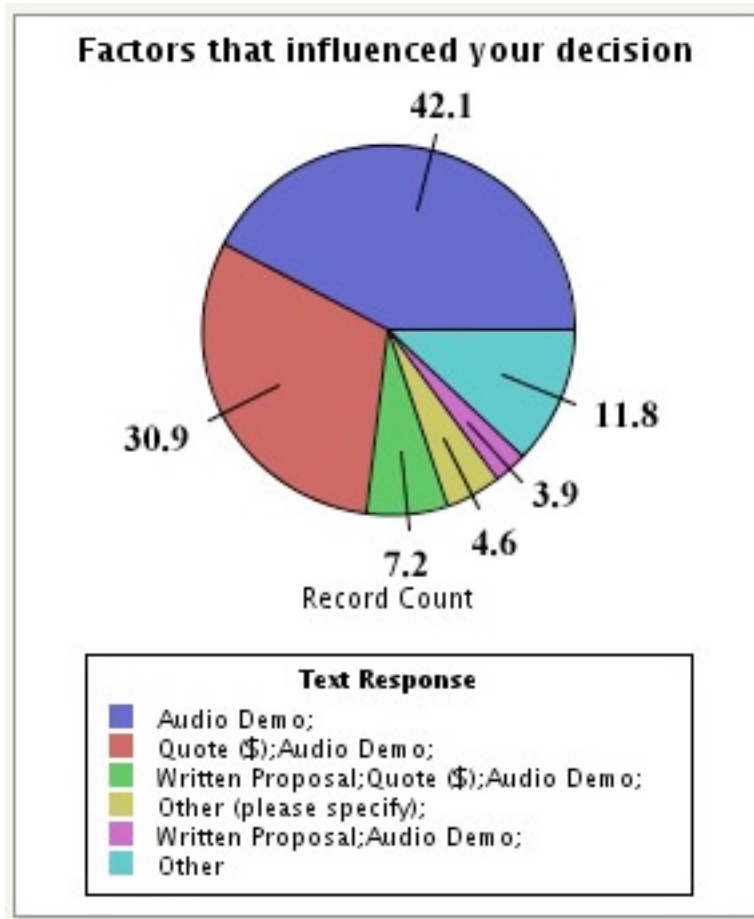


- 78.3% Demo
- 12.5% Quote
- 7.2% Other factors detailed below
- 1.9% Unspecified other factors

Notes:

The voice-over demo continues to be the single most important factor in obtaining work. Other factors include the need for an authentic accent or regional dialect, response time on the job posting, proposed turn around time on completing the work, or the client has worked with a voice talent on previous projects and opted to work with them again.

Factors That Influenced Your Decision

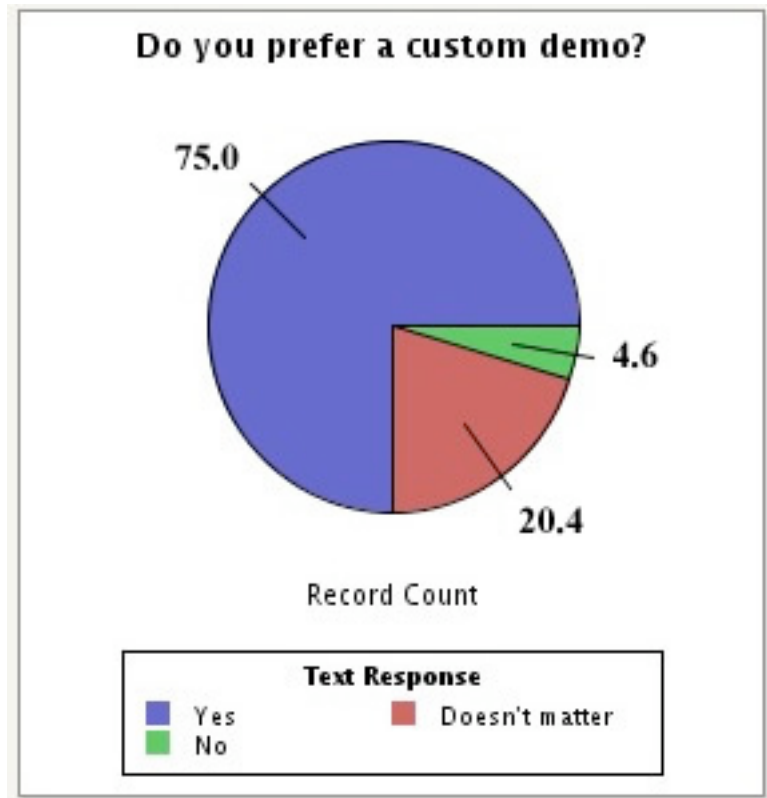


- 42.1% Demo was the only factor
- 30.9% Both the demo and the quote were the factors
- 7.2% Proposal, Quote and Demo were factors
- 4.6% Stated other factors influenced their decision
- 3.9% Demo and Talent Website were factors
- 11.8% Did not state exactly what the other factors influenced their decision

Notes:

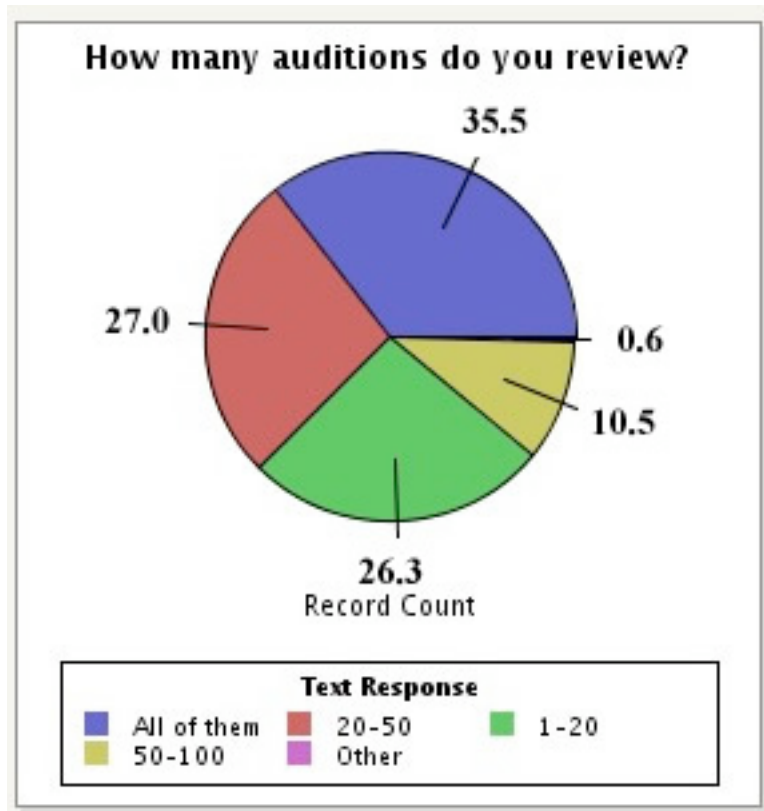
Other factors include the location of the voice talent, previous experience, stated interest in the project, technical capabilities, facility (recording studio) and overall professionalism.

Do You Prefer a Custom Voice Over Demo?



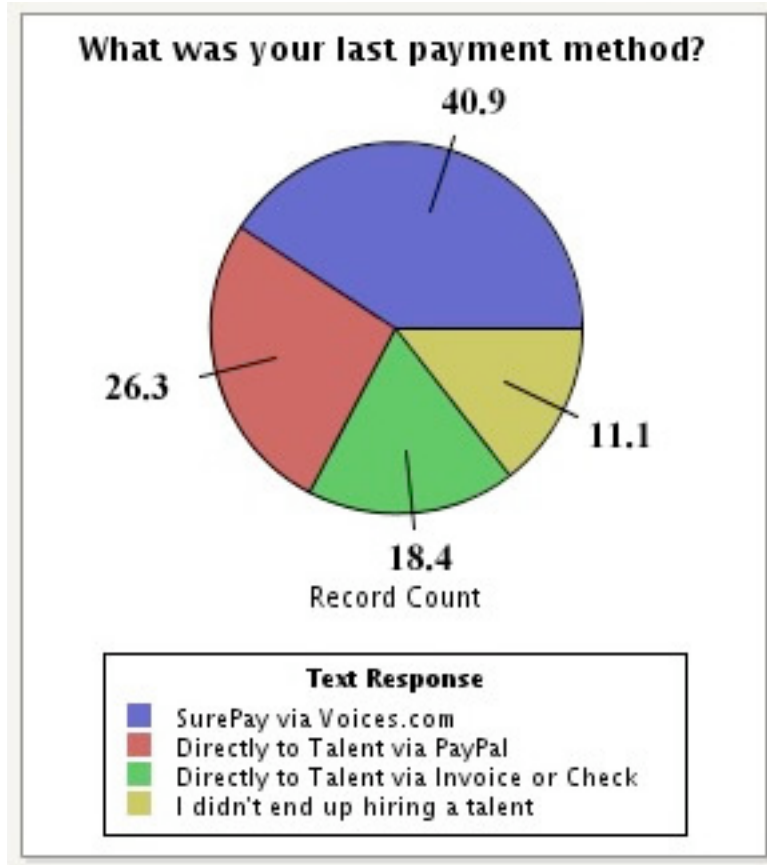
- 75% Yes
- 20.4 % It Doesn't really matter
- 4.6 % No

How Many Auditions Did You Review?



- 35.5% All of Them
- 26.3% 1-20
- 27.0% 20-50
- 10.5% 50-100
- 0.6 Other

What Was Your Last Method of Payment When Hiring a Voice Talent at Voices.com?



- 40.9% SurePay via Voices.com
- 26.3% Directly to Talent via PayPal
- 18.4% Directly to Talent via Invoice or Check
- 11.1% I didn't end up hiring a talent at Voices.com

Notes:

Reasons that clients didn't end up hiring a voice talent for their latest job posting included factors such as: their project was cancelled, none of the voice talent met their criteria, none of the voice talent met their language requirements, when the survey was completed the client had not yet selected a voice talent, or the voice talent were hired by contacting them offline.



Case Study: Smartsettle

Project ID: 8753

Project Title: Advanced software VoIP prompts

Category: Telephone System Recordings, Voicemail and On-Hold

Language: English

Project Close Date: April 24, 2008

Selected Talent: Nick Summers

How has Voices.com helped you with your project needs?

After hearing samples from the directory, Smartsettle (www.smartsettle.com) was confident Voices.com had a quality product and decided to review the selection process and tools provided by the system.

How did you select the talent?

After posting a job, the resulting proposals began to arrive, and some in under an hour. It became clear that finding a suitable voice would not be the challenge, but rather, narrowing down the selection. In the end, Nick Summers was chosen.

What challenges did you face using the Voices.com system to find talent?

- Deadline given for proposals was 48 hours
- Project implementation date was 1 to 2 weeks (required audio files within 1 week)
- Language: English (requirement to be suitable for Canada, USA and Internationally)
- Male or Female voice (in the end it was narrowed down to one male and one female voice)

How would you describe your overall experience with the site?

So many proposals were received, that our team was able not only to select for the current project--our telephony system--but was inspired to think about future projects including video tutorials for our software systems.



Case Study: AdExpress

Project ID: 8908
Project Title: Columbia Parks and Recreation
Category: Radio Commercials
Language: English (North American)
Project Close Date: April 23, 2008
Selected Talent: Joe McMillan

How has Voices.com helped you with your project needs?

First off, at AdExpress, we are a quick turn around ad agency. Kind of like a Kinko's, you can walk in, look at our menu, order it, and we'll have it back to you in 24 to 48 hours. Since we promise things in such a short time line, it is very important that we get voice talent responses back as soon as possible.

When a client wants a radio spot, we'll ask them what they are looking for, and then I'll go to Voices.com and put in all the info, and just do an open casting call.

How did you select the talent?

Once I get the responses back, I'll go through and listen to them, and pick out 4 to 5 that are top notch, and then I'll send those to the client so they can pick which voice they want to be on their project. Once they pick the talent, I'll contact them (the talent) directly and set everything up.

I've been using Voices.com for about a year and a half now, and all the talents have been great to work with.

What challenges did you face using the Voices.com system to find talent?

As stated before, we are always on a tight deadline, and that sometimes makes us pick one voice talent from another. Sometimes they (the voice talent) aren't able to work with our schedule, but more often than not they are ready and willing to work with us.

For this project we needed a male, North American English voice, that had a wise and fatherly tone to it, and we also needed a female voice that was very happy and upbeat. We found many, and so off to the client they went, and we ended up with Joe McMillan, who was able to get things back to me in about an hour, and sent right over email and uploaded through the Voices.com SurePay Service. It was all a very smooth process. Same goes with the female talent; we got in touch over email, and just went from there.



How would you describe your overall experience with the site?

The talents listed at Voices.com are always professional. And the amount of responses we get sometimes can be too much! But it is always great to have 30 or 40, sometimes even over 100 talents to choose from. Some of our clients can be rather picky, so it's great to be able to keep feeding them more talent.

The result of the project was great. The client was happy, and we are moving forward with more radio spots through this summer. I will always come back to Voices.com for our voice talent needs, and I always tell people where I find out talent. It's a great way for us to find voice talents at reasonable prices, and being able to set a price is great as well. As for hiring talent again, we have many voice talents on record here that are my "go to people" when I know I need something done quickly and in a professional manner.



Outlook for the Second Half of 2008

Mobile Technology and an Economic Rebound are on the Horizon.

While the summer is traditionally slow, expect to see the market to pick-up as students head back to school and along with them, the advertising campaigns targeting both students and their parents.

The next six months are promising for mobile technology. While industry pundits have been downplaying the penetration of mobile technology, the global reach and impact of mobile phones is undeniable.

2008 and into 2009 will be the time when people take next-generation mobile applications seriously. Advertisers who find existing online channels either too expensive or ineffective will shift marketing dollars to ads and content for mobile phones.

Clients can expect improvements in their experience at Voices.com, particularly with the management of their jobs, auditions and payments. Updates are currently scheduled for September 2008.