

Client Experience and Website Usage

2008Q1 Report



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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 (sellers) 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.



Key Players

Voice Talent and Voice Actors

- A voice actor is the producer of the creative vocal work that is recorded and used for a variety of applications including commercials for radio, television, telephone, podcasts, audio books, videogames and more.

Voice Over Agents and Talent Agencies

- A voice over agent is a person who promotes and represents a voice actor, presenting their voice over work for consideration when a job that the voice actor is suited for becomes available. An agent can be independent or part of a voice talent agency that operates similarly to a quintessential talent agency, meaning a company that employs several people as agents to build a brand and manage a variety of talent, not just voice actors.

Casting Directors

- A casting director, specifically a voice over casting director, is someone who has an ear for picking the best candidate for a particular job. It is the responsibility of the casting director to "cast" the right person in a role for a client who usually has insufficient time, little interest, ability, or lacks the confidence to "pick" the right voice to represent their company, project, or brand.

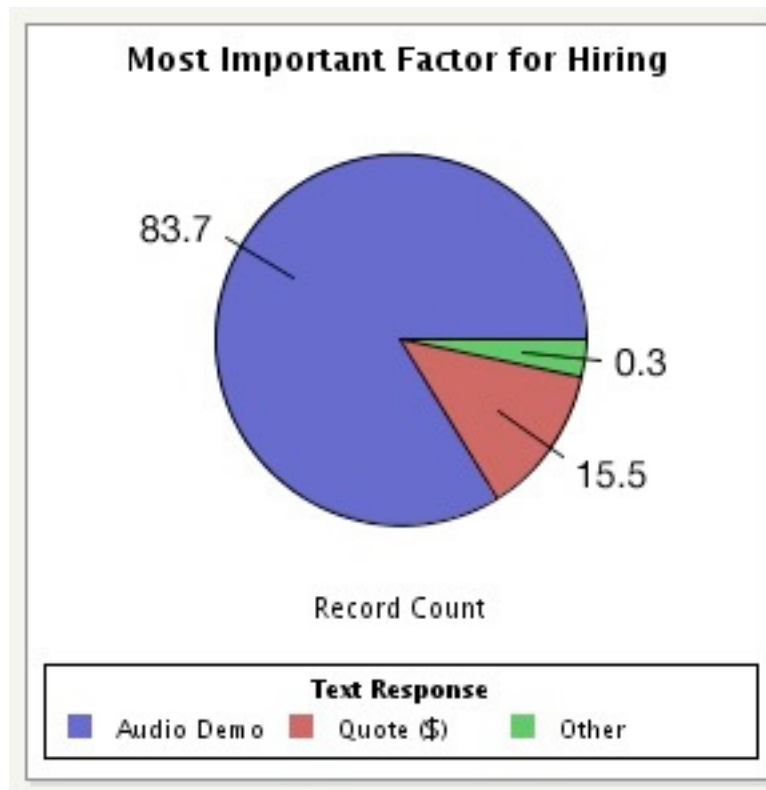
Clients

- Clients who purchase voice over services can be from any industry, country, and speak a variety of languages. Since the need for audio production is universal as well as the need for voice overs, the global market of clients creates an enormous demand for voice actors who provide quality voice over recordings to represent their company, organization, or event.

Online Marketplaces

- A voice over marketplace is a location, typically based online, where voice actors can feature their voices and audition for job opportunities to acquire voice over work. As the term "marketplace" implies, portals that perform this function connect buyers and sellers, for the purposes of this report, buyers and sellers of voice over services. Voice over marketplaces serve both the buyer and seller, and in some instances, facilitate communications and or transactions between the two. As a voice over marketplace consolidates both talent and job opportunities, it is an integral part of any voice actors marketing efforts as well as the most convenient and effective source for clients to find voice actors and buy their services.

Most Important Factor When Hiring a Voice Talent

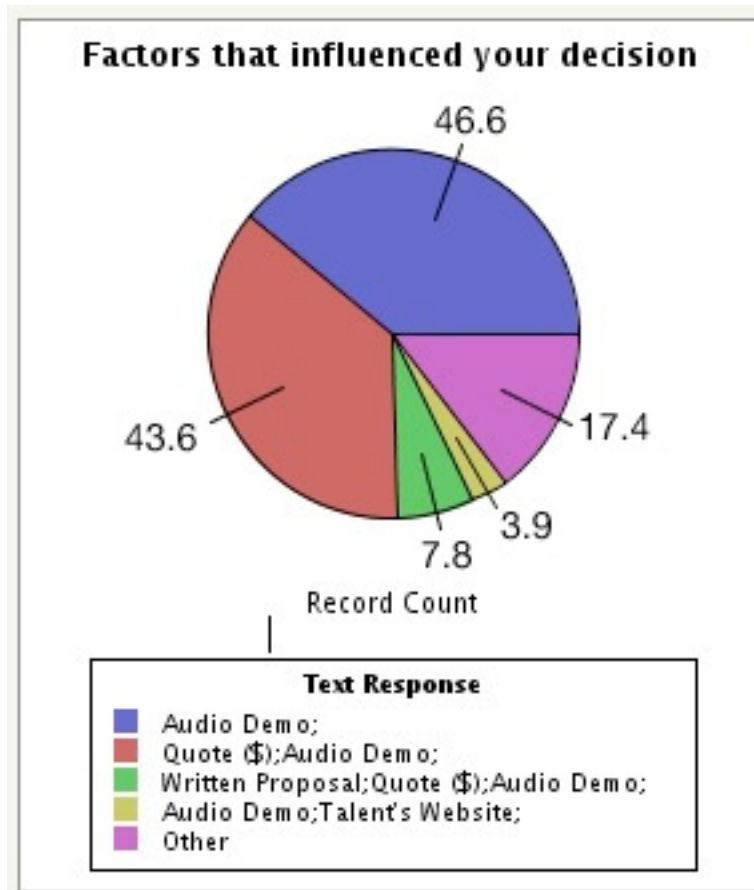


- 83.7% Demo
- 15.5% Quote
- 0.3% Other Factors

Notes:

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

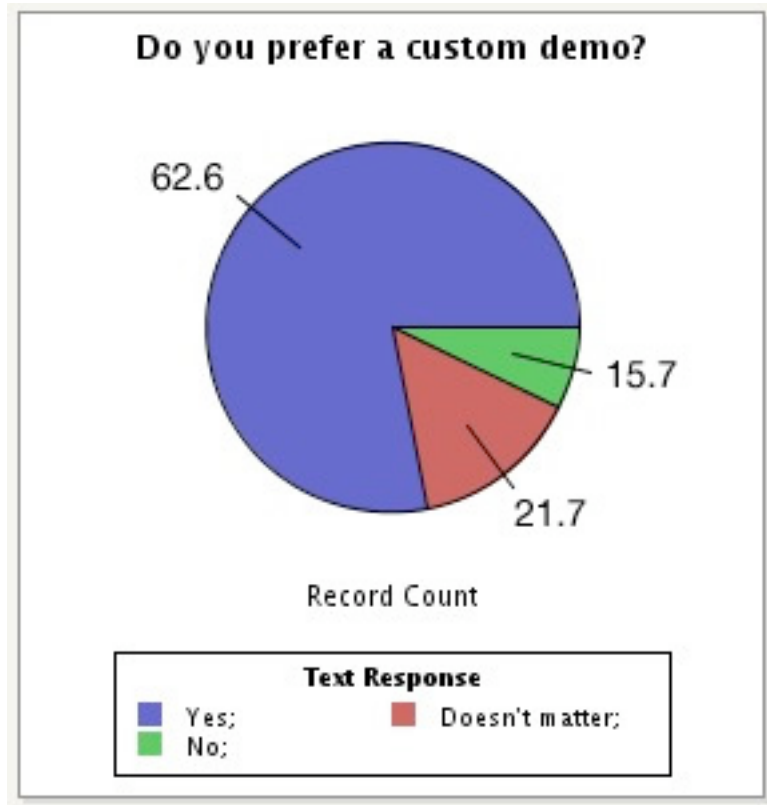


- 46.6% Demo was the only factor
- 43.6% Both the demo and the quote were the factors
- 7.8% Proposal, Quote and Demo were factors
- 3.9% Demo and Talent Website were factors
- 17.4 % Stated other factors influenced their decision

Notes:

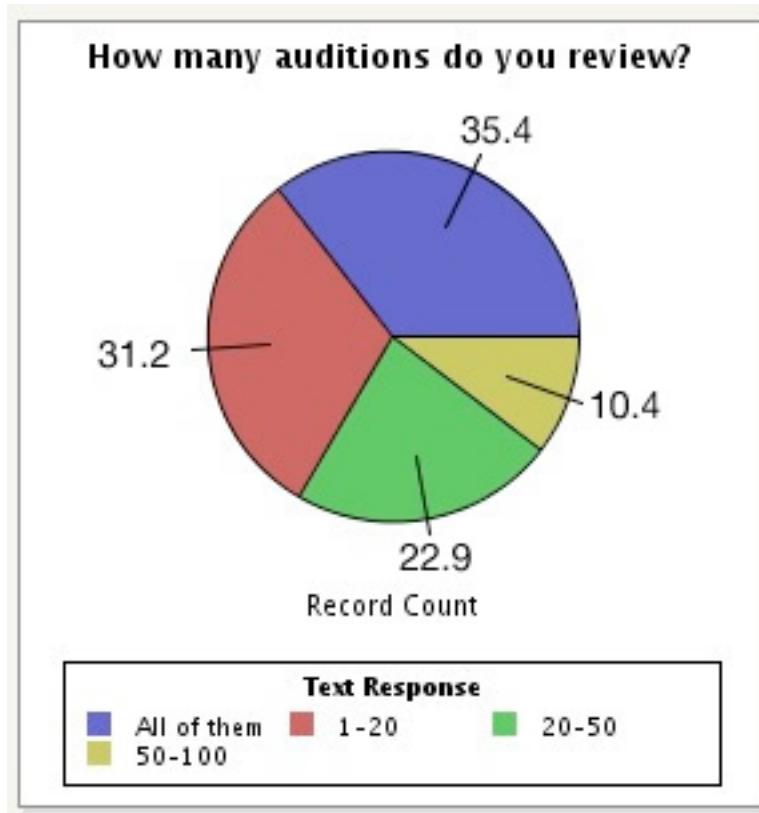
Other factors include the location of the voice talent, previous experience, stated interest in the project, technical capabilities, facility (recording studio) and overall professionalism.

Do You Prefer a Custom Voice Over Demo?



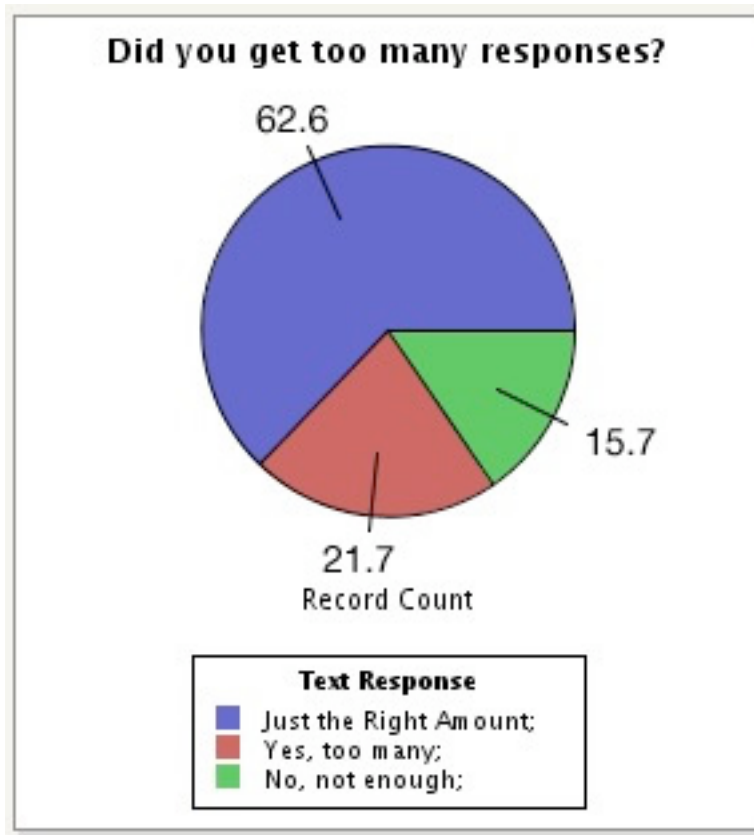
- 78.3% Yes
- 11.6 % It Doesn't really matter
- 7.2 % No

How Many Auditions Did You Review?



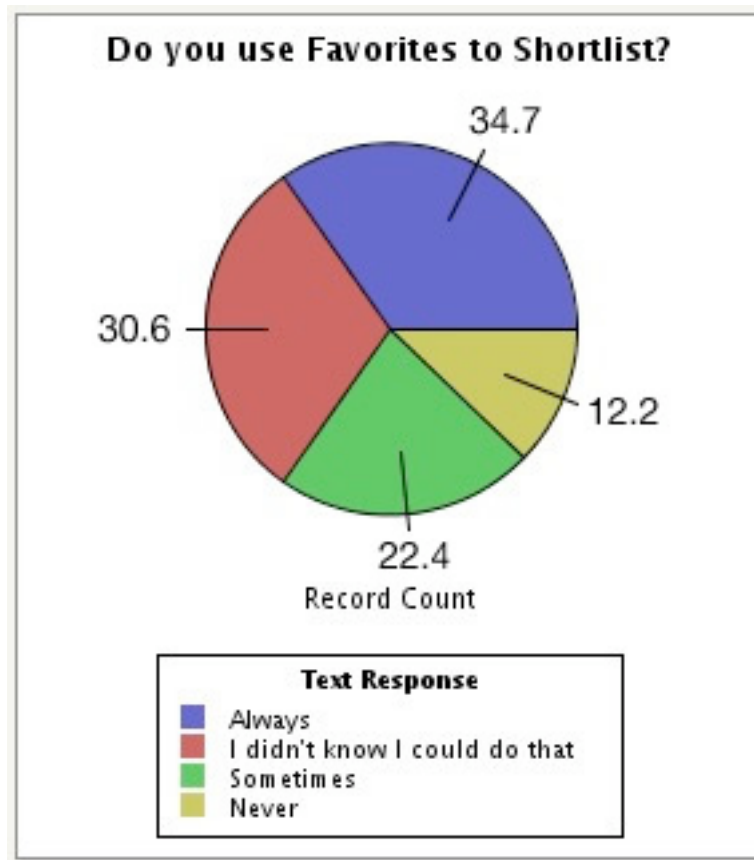
- 35.4% All of Them
- 31.2% 1-20
- 22.9% 20-50
- 10.4% 50-100

Did You Receive Too Many Auditions?



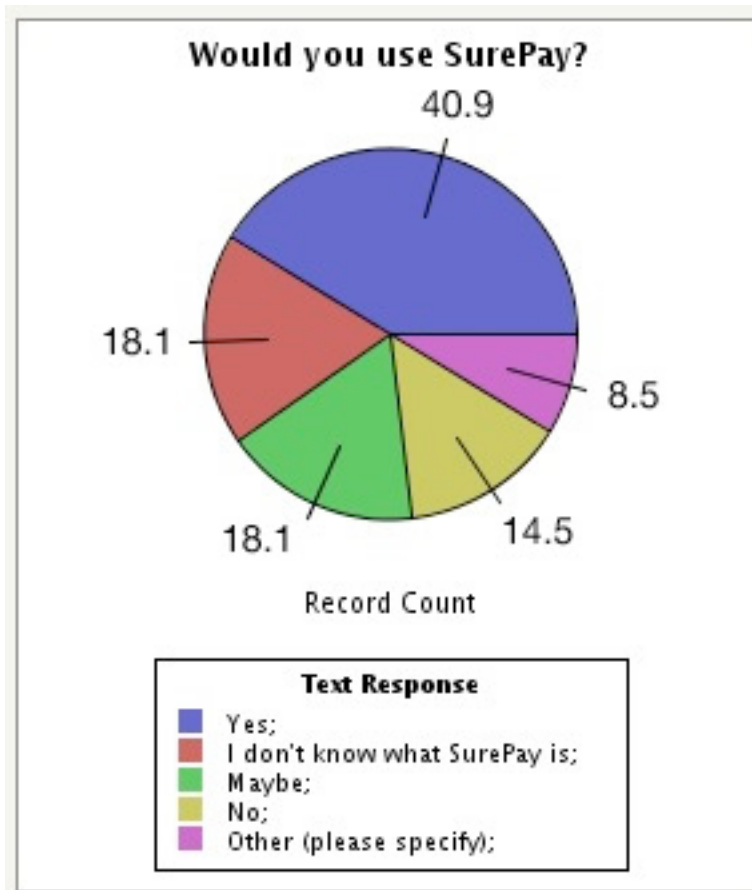
- 62.6% Just the right amount
- 21.7% Yes, too many
- 15.7% No, not enough

Do You Use the Favorites Feature to Keep Organized?



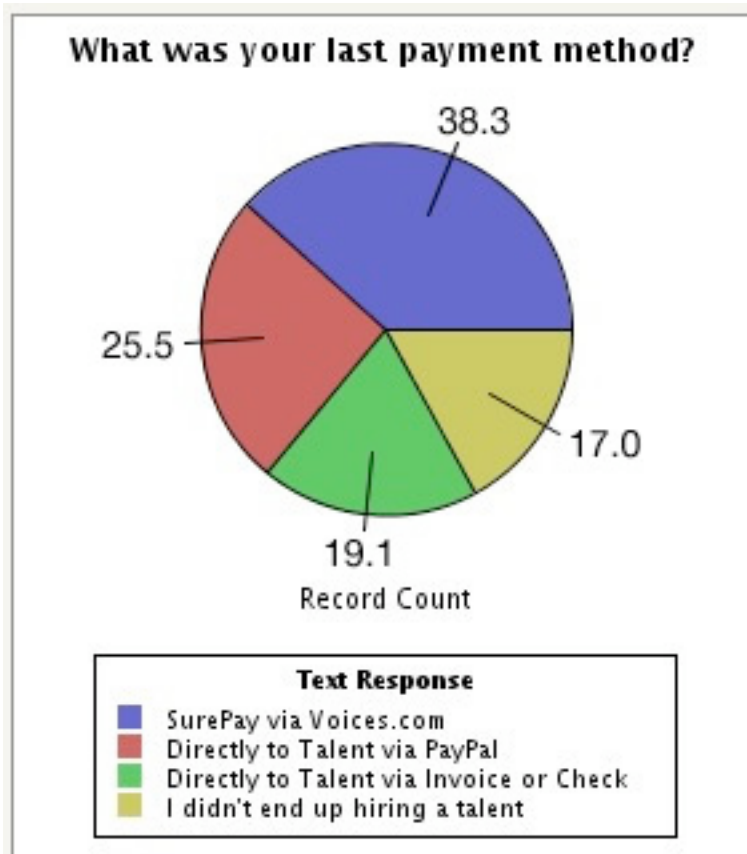
- 34.7% Always
- 30.6% I didn't know I could do that
- 22.4% Sometimes
- 12.2 % Never

Would You Use The SurePay Escrow Service?



- 40.9% Yes
- 18.1% Maybe
- 18.1% I don't know what SurePay is
- 14.5% No
- 8.4% Other

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



- 38.3% SurePay via Voices.com
- 25.5% Directly to Talent via PayPal
- 19.1% Directly to Talent via Invoice or Check
- 17% 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.



Outlook for 2008

Future is Bright for the Voice Over Industry

Voice acting is finally becoming part of the mainstream. The combination of technological progress, public awareness and celebrity endorsement have elevated voice acting to a new plateau and social status within the broader entertainment industry.