

Russell Grant's Video Horoscopes exceed 2.5M views per month!

Submitted by: Russell Grant Astrology

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During these uncertain times Horoscopes remain a key entertainment genre across print, online and mobile platforms. Whilst the majority of Daily Horoscopes are in a text/print format, Russell Grant Astrology (RGA) continue to innovate and lead the multimedia approach with Russell's Daily Video Horoscopes.

Russell's Video Horoscopes are now watched by over 2.5M viewers every month across online and mobile platforms from across the Globe.

The Video Horoscopes duration are approximately 55 seconds per Star Sign and covers 7 days per week. Kevin J Parker (Sales Director of RGA) said "We know how users take their Horoscopes very personally and Video Horoscopes are a great way of building a long term relationship with viewers as they know the author and credibility of the Horoscopes compared to Horoscopes in print". Kevin added "Some of the more forward thinking media companies are grasping the opportunity of Video content in terms of interacting with users with the added revenue benefit too"

Russell is currently busy with rehearsals and training for Strictly Come Dancing but due to the production planning, there is always 3-4 months of content produced to allow for new TV projects, sickness and holidays etc..

Kevin commented "The next steps for Video are very exciting in terms of further enhancements to mobile phones/smart phones and also the planned surge of Connected TV. We are already planning to upgrade our productions to High Definition to cope with Connected TV and Set Top Box opportunities. Perhaps one day you might even watch Russell's Video Horoscopes in 3-D!

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Editorial Notes:

- o RGA was established in 1983 due to Russell's TV work on Breakfast Television.
- o Russell remains the first astrologer in 300 years to present a member of the UK's Royal Family with a Horoscope Forecast.
- o In addition to <http://www.russellgrant.com> , RGA provide Astrology and Horoscope content to AOL, MSN, ITV, Yahoo, Orange and all UK mobile operators including MSN and Tesco Mobile.
- o Revenue is derived from advertising "skins" around the Video player and/or pre-roll advertising too.
- o Video Horoscopes can be watched at: <http://www.russellgrant.com/channels/video/>