

The web is working for American businesses.

The Internet is where business is done and jobs are created.

97%

of Internet users look online for local products and services.²

2 times

as many jobs and twice as much revenue through exports were created by web-savvy SMBs.³

75%

of the economic value created by the Internet is captured by companies in traditional industries.³

9 out of 10

part-time business owners rely on the Internet to conduct their businesses.⁴

Find out more at www.google.com/economicimpact

Sources: 1. Google, "Economic Impact," 2015 2. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. The Internet Association, "Internet Enabled Part-Time Small Businesses Bolster U.S. Economy," October 2013

*Note: The total value that U.S. Google advertisers and website publishers received in 2015 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and nonsponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2015 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: www.google.com/economicimpact/methodology.html.

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The web is working for Nevada businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$165 billion in economic activity in 2015.¹



\$1.45 billion

of economic activity Google helped provide for Nevada businesses, website publishers and non-profits in 2015.¹

15,000

Nevada businesses and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2015.¹

\$2.05 million

of free advertising was provided to Nevada non-profits through the Google Ad Grants program.¹

Radioactive Productions

LAS VEGAS, NEVADA

Enrique Villar-Mendez and Lora Hendrickson founded Radioactive Productions in 2012 with a business plan and a hope that a viral video would send them zooming toward success. Instead, they realized the greater business potential in creating consistent, high-quality online content. In addition to projects for clients in the hospitality industry, they also create a variety of government and educational videos. “This is definitely a small production company,” Lora says. “What’s incredible, though, is that we have the opportunity to play on a level playing field. Because we are more creative, more innovative, or resonate more strongly with our clients, we’re able to compete.”

“The clients we attract online are prestigious, and give us great opportunities to work with their brands.”

LORA HENDRICKSON, VICE PRESIDENT

videos are performing. We’ll even set up a client’s YouTube channel if they don’t know how to.” The company also relies on the Google Apps for Work suite of tools—including Gmail, Google Docs, and Google Calendar—to communicate both internally and externally. “We have a very finite budget, and we need to maximize every dollar,” Lora says. “By using Google products, we don’t have to pay for expensive software.”

Radioactive Productions is now growing more than 50% year-over-year.

The partners quickly found that YouTube was their most valuable online tool. The platform allows them to easily, quickly, and securely share videos publicly and privately with clients. “YouTube is the second largest search engine in the world,” Enrique says. “It’s free, and gives you all these analytics about how your



Their staff and client list have expanded as well. The partners proudly point out that their small production company recently beat out bigger competitors to land a large university contract. In time, Enrique and Lora hope to produce original digital content. “Being a small business is a fun challenge, an adventure, and definitely a roller coaster,” Lora says. “Sometimes dollars and size don’t matter, but passion and creativity can go very far.”

Radioactive Productions has 10 full- and part-time employees.

Visit www.radioactiveproductions.net