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webrTV makes finding video online a one-stop experience

Description:

Launch announcement for a new social, IPTV and online-video guide.

Cape Coral, FL - 10/20/2007

webrTV is pleased to announce that there is now a single place on the web where people can find video content that is available via the internet – regardless of what service it is on or what format the video is available in. Whether the video content is a free video podcast published by an individual, or a pay-for-download published by a large broadcasting company, if the content is available via the internet, it is part of the guide on webrTV.

Details:

The way in which people access video content is being reinvented. Before the ready availability of broadband internet access people didn't have very many choices as to how, when, and where they watched video content. As broadband internet access and computer technology advanced more and more people gained access to rich media that came to them via their internet connection, rather than through cable, satellite, or over the airwaves. This opened up the door to allowing people to decide for themselves when where and how they watched video.

Matt Gilbert, the founder of webrTV says "The problem that exists now with video via the internet is that all of this video content is spread out across several different services, and there is no one place or method to easily find that content without navigating to many places via several devices." He goes on to explain "Right now there are several uniquely different ways I can access video via my internet connection: There are video podcasts I can subscribe to, there is streaming video via the web, there is P2P (both legal and illegal), and there is content I can get as a purchased download. Then there are the different devices that let me access those video sources: I can use my computer's browser, I can use a media-center device attached to my TV, I can even access video via the internet on the new gaming consoles like the Xbox 360. What we need is a place where we can simply search or browse for what we want to watch, and easily link to that content without having to go to a bunch of different places."

webrTV hopes to be the answer to those issues. We are trying to become the one single place where people can turn-to to find out whatever they want to know about video via the internet. We have built a comprehensive guide which covers video providers, their shows, and the episodes in those shows. We include searchable categories and topics for those shows, and we have a built-in rating system which lets our users vote upon the providers, shows, and episodes so that people can find the popular content easily. This guide is unique because unlike other video guides, we allow and encourage our users to submit content to the directory. This helps keep the content in the guide fresh, interesting, and relevant.

To further enhance the experience, webrTV has built a rich community around the content in the guide. Our users can save listings in the guide to their profiles for easy one-click future access. Users can also create lists of buddies on webrTV and track what they are bookmarking and voting upon. All of webrTV's users get a personal blog, where they can keep a journal of their own experiences related to online video and IPTV. We offer recommendations to our users for content and buddies who match-up with their

interests. And finally, we reward our users for contributing to the content on webrTV with rewards for reaching certain milestones in our user-points system.

These features all combine to create a dynamic and fulfilling way for a person to go to one single source and experience a world of information related to video via the internet – regardless of where it comes from or how it's available.

For more information:

webrTV is on the web at www.webr.tv. For more information about webrTV and our services, readers should head to www.webr.tv/about and www.webr.tv/faq. For more information about the guide, and to view the guide directly, readers should head to www.webr.tv/guide.

About Us:

webrTV is a content discovery network - helping people keep track of where to find the latest and greatest video. As people redefine how, when, and where they watch TV, webrTV helps our users discover, discuss, and share all things related to video content on the internet. Our mission is to provide the best single community-based source for finding and sharing information about online video and IPTV on the web. When you want to discover video on the internet, now you have the ultimate guide and community at your fingertips.

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