



Flixmedia.tv delivers single global platform for rich content syndication

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Global online content provider, Flixmedia.tv, offers leading manufacturers a worldwide audience reach by extending its single syndication platform for rich content into new retail territories.

Flixmedia.tv has extended its syndication platform to automate the delivery of rich product content, on behalf of renowned manufacturers and to leading retailers, around the world.

As well as the US, Flixmedia's syndication platform has gone 'live' in several fast growing retail territories – including Russia, Spain, Italy, the Nordics and smaller countries within Eastern Europe.

In doing this, the leading provider can help extend the consumer audience reach of its vendor associates. With the ability to deliver both vendor-produced content and Flixmedia-created product videos, the provision of a global network of over 400 of the world's largest retailers – all via a single syndication platform – will be warmly welcomed by its vendors.

Scott Lester, Chief Executive of Flixmedia commented, "In the current economic climate, every business is keeping a closer eye on their bottom line. Our vendors have to show a return on every investment. By choosing the syndication of all rich content via a single platform, they can constantly monitor all activities – either on a worldwide or a local level – and continuously measure the consumer's response to live content. All without having to physically manage the ongoing content syndication process."