



IDG and Flixmedia.tv launch online video service

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Technology media company IDG, has chosen Flixmedia to deliver content to its magazine websites in a 'TV' broadcast format.

The IDG initiative launches in the UK with PC Advisor, allowing readers to view the products in a TV format, through partnerships with a number of manufacturers.

“This new partnership will deliver the compelling content of our manufacturer partners straight to the screens of the highly targeted and wide audience that IDG services” said Scott Lester, CEO of Flixmedia.

PC Advisor Publishing Director, Simon Jary, added: “Today’s technology buyers have become extremely sophisticated in the sources they use to guide their technology purchases. They require information from traditional and trusted sources, such as PC Advisor’s expert reviews, but also other users’ viewpoints on products, in addition to information direct from vendors. PC Advisor is the first UK site to offer all three viewpoints in a single place, presented in the form of short videos on PC Advisor TV. At launch, PC Advisor TV will have over 950 video clips organised into 44 different product categories.”

IDG UK Managing Director, Kit Gould, highlighted: “We have found working with Flixmedia extremely helpful in developing this project and have now gone live with PC Advisor TV in the UK. In partnership with Flixmedia, we will roll out this offering to our audiences around the globe. Conversations are underway to bring tailored vendor content to our technology audiences in the US, Germany, France, Italy, Spain and the Netherlands.”