



## T3.com and Flixmedia.tv launch T3 video

**Yahoo News – July 2009**

T3.com, the UK gadget website, has partnered with Flixmedia.tv to launch 'T3 video' - a dedicated channel that offers a brand new way to see the hottest gadgets in action.

T3 video has been launched today in response to T3.com users' demand for more video, as engagement levels and dwell times increase.

The T3 video channel features a wide range of Flixmedia content, including product videos (QuikClips), T3 reviews, and education around new technologies. All in one place.

The objective is to offer T3.com users the opportunity to engage with products as they actively research their purchases. With a mix of 360° views, trusted opinion and product highlights, visitors are sure to find the content visually stimulating and informative.

This new addition to the T3.com home page combines the magazine's reputation as a leader in the gadget space, with Flixmedia's expertise in video production and content distribution.

Paul Button, T3 publisher, said: "T3.com is perfectly suited to the video channel concept. Visitors to our site ultimately want to make decisions about the latest technology products, at speed - and still feel better informed. The T3 demographic covers a generation of consumers that access content on multiple media platforms, including online video, so we really see this as one of the most fitting ways to communicate with them and offer more varied content on the site."

Scott Lester, Chief Executive Officer for Flixmedia added: "The launch of 'T3 video' is a fantastic addition to the global portfolio of retailers and publishers already embracing Flixmedia's video content and technologies."