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Channels.com Offers Great New Tools for Video Syndication

Video Publishers' Secret Weapon

DIGITAL HOLLYWOOD – SANTA MONICA, CA, May 4, 2009 — Channels.com, creator of the popular, free web-based video feed reader for video RSS feeds and video podcasts, has just released a series of enhancements that provide fast, simple ways for web video publishers to build communities of loyal subscribers. These exciting new capabilities make it easier than ever for people to subscribe to video feeds and video podcasts:

- **Video Chicklets™** – Video Chicklets are clickable overlay graphics that publishers can insert into Flash videos. Channels Video Chicklets travel with the video as it is syndicated around the Web. To subscribe to the feed, viewers simply click the Chicklet.
- **One-Click Auto-Subscribe** – Channels' auto-subscribe links can be added to any web page, making it simple for viewers to subscribe with a single click to any standard video RSS feed or video podcast.
- **Friendly URLs** – Channels offers custom URLs that publishers can use as auto-subscribe links for video feeds. These links look something like this: channels.com/publishername. These custom links are available to any video feed publisher on request.

Adding one-click subscription capabilities isn't just a fancy feature – it's a proven way to grow a loyal viewership. Channels conducted extensive tests on Blip.TV and CNET TV which showed that an average Channels.com video feed subscriber watched over 20 times more video episodes than the typical non-subscribing visitor to these websites.

“Most web video publishers are now migrating from legacy redistribution tools like iTunes to ‘monetizable’ syndication systems like embeds, widgets and video RSS,” says Channels.com CEO and Founder Sean Doherty. “The capabilities we’re announcing today fill a big gap for publishers who have built an audience and now want to increase viewer loyalty and revenue.”

The Channels publisher tools are available at channels.com/publisher. For more info about Channels for Publishers (including the reviewer's guide), visit channels.com/news.

ABOUT CHANNELS.COM

Based in Palo Alto, CA, Channels.com is the first web-based video feed reader. Channels makes it easy for anyone to find and subscribe to the video podcasts and feeds that are published by just about every video site on the web. Channels.com includes the web's largest searchable index of video feeds and an integrated video player that supports all major video formats.

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