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Channels.com Launches MetaChannels, a Video Aggregation & Distribution Service

White-label service provides Web video shows to TVs, mobile devices and computers

(PALO ALTO, CA – DECEMBER 16, 2009) Channels.com today announced the launch of MetaChannels™, a white-label video aggregation and distribution service that enables device manufacturers and application developers to integrate the best shows on the Web into their offerings. This new service provides a simple yet powerful way to fulfill the enormous demand for online video on TVs and mobile devices.

MetaChannels services are designed to operate behind the scenes – collecting and curating an index of great shows from around the Web and delivering it in a computer-readable format that’s easy to integrate into any video application. MetaChannels’ Web-1000™ is the company’s premier service, delivering the 1000 best shows on the web to TVs, consumer electronics, mobile devices, and Web apps. The Web-1000 index is updated with thousands of new episodes each week.

“What distinguishes MetaChannels from other video distribution services is the breadth of our content and the simplicity of our service,” says Sean Doherty, Channels CEO. “We’ve developed sophisticated systems for finding and indexing the best shows from all over the Web, including thousands of shows in TV and mobile-friendly formats like H.264.”

“We rely on MetaChannels for a deep catalog of video content to integrate into our program guide,” says Joel Espelien, chief business officer at Packet Video.

“TwonkyMedia customers want to be able to watch Web video throughout their homes, and MetaChannels delivers.”

The launch of MetaChannels coincides with a tremendous growth spike in the online video market over the past 18 months. “Developers and device manufacturers would do well to pay close attention to consumers’ explosive appetite for online video,” says Richard F. Doherty, research director for the Envisioneering Group. “Device makers, application developers and others who can deliver more compelling ways to locate and integrate quality video into their products and services are far more likely to attract and keep customers as a whole.”

With the web's largest index of syndication-ready video content, MetaChannels is the ideal choice for businesses wanting to integrate video into their broadband-connected device, application or UI. MetaChannels’ Web-1000 service is available as a white-label service for seamless brand extension.

ABOUT CHANNELS.COM

Channels.com is the first web-based video aggregator to create a consumer subscription model for high-quality online video. Based in Palo Alto, California, Channels.com has now expanded into the business-to-business market with MetaChannels, a service that enables device manufacturers and application developers to deliver the most popular shows on the web to TVs, consumer electronics, mobile devices, and web apps. MetaChannels has built a proprietary system that continually discovers, updates, and validates content to ensure that its customers receive the highest quality video 24/7. Learn more about MetaChannels at: <http://meta.channels.com>.

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