

Video content monetization solutions

The whole universe of video content gathers dust and remains unwanted and unrequested.

What are those monetization options?

1. Paid access (pay per view / pay per download)

Set the price and charge for the online streaming - or even for the file download online. With PayPal / Google Checkout or another merchant payment processing solution you will be able to sell the access to your media online.

2. Sell use rights.

You will be able to provide small-size online previews of your original content and sell the full-quality video along with the different use rights at the prices you choose. Being close to a private video stock, such solution will retain your total control over your content.

3. Sell broadcasting rights

The core issue with selling broadcasting rights is not the content itself - but the convenient preview and information interface along with the ability to advertise and attract the right audience.

We make it easy - you will be able to generate leads and attract buyers to your commercial content offering them to purchase the broadcasting right online.

4. Accept donations

Accepting donations for the video content is one of the most obvious and the most natural ways to monetize it.

(415) 830-3957

1670 South Amphlett Boulevard, Suite 42; San Mateo, California 94402; Fax (866) 542-1519



Use your video content for profit



We will place the donation button on your videos and those will remain visible even if someone shares your video clip on his site or blog. You will be able to monetize the long tail of your video views.

5. Monetize through advertising

Video content monetization through advertising is a great challenge for the current web. We will utilize the most advanced in-player monetization techniques, best suitable for your exact case.

The five steps

While we'd like to do our best and be helpful through all five steps of online content monetization - please feel free to approach us at any of those. We will be able and glad to help you on each step of your journey.

Digitize

We will accept your analog video content at our conversion offices in U.S. and U.K. Your content will be carefully digitized at the quality of your choice. We will create the online versions of each video and suggest you with the best hosting or streaming solution.

Actualize

Your content might be very old, or brand new - you have to actualize it to make money. "Actualization" is finding and segmenting the right audience, best markets for your content. Market research, along with channel use media planning. The ability to connect to existing points of focus.

Advertise

We will plan and run the kick-start advertising campaign, attracting the traffic from the best possible segments. From online social marketing campaigns to search engine marketing - we will drive the traffic to your video content.

Monetize

Content monetization strategies evolve and change constantly. We will support and improve the conversion tactics all the time.

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Evaluate and improve

We will run monthly reports, indicating your content monetization campaign progress. You will be able to evaluate the effectiveness of the ways used, change and improve the overall project strategy.

Best for large amounts of commercial video.

Good for: Commercial content right owners

Video content producers

Non-commercial organizations

Service features and options include:

- **Digitize**
We will digitize your video tapes and film reels, accept all types of video files.
- **Secure**
Before you make a sale, your content will be securely stored on our servers.
- **Complete online video solution**
Download, share, manage and edit your uncompressed video files online
- **Tagging and meta information**
Your content will be tagged and described carefully.
- **Mix and match - do more with your video!**
You will be able to configure your service package.

Top 5 service benefits

- **You are paying for the result -**
not for the tools to achieve it.
- **Each case demands different monetization solutions -**
we know it and we are ready to find them, evaluate them for you and use best ones to the fullest.

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- **Once ready -**
content monetization solution will provide a continuous source of income.
- **Get your feet wet first.**
We will run a number of low-cost tests before any heavy investment in digitizing will be required.
- **5 areas of competence in one place -**
video digitizing, video transcoding and transfer, online marketing, online analytics, web development.

Contact us today

Send us an email to rfp@banditAds.com or just call us: **(415) 830-3957**

