



VIDEOmovement.com is ICMediaDirect.com's Hot New Online Video Property

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As online video advertising booms, www.ICMediaDirect.com, a full service online advertising agency, strikes gold with its NEW video division, www.VIDEOmovement.com

PR9.NET May 14, 2007 - New York, NY - Automaker Henry Ford put it simply about getting ahead in business: "Before everything else; getting ready is the secret of success." Perhaps ICMediaDirect.com was heeding Mr. Ford's advice when it commenced building VIDEOmovement.com last year. This cyber property, the world's first online video advertising network, was launched with great fanfare in March 2007 at the American Association of Advertising Agencies conference in Las Vegas. It's been a runaway success thus far, surpassing even the most optimistic hopes of its founders. Advertisers have been flocking to www.VIDEOmovement.com as they recognize unique advertising gateways.

At www.ICMediaDirect.com it was more than a hunch, it was a great opportunity for everyone. Therefore, www.ICMediaDirect.com decided to do something entirely new and that was the creation of www.VIDEOmovement.com. Advertisers will be able to give more control, creativity, and effectiveness to online messaging than ever before.

Advertisers benefit from VIDEOmovement.com's network that includes hot properties such as www.Vindie.com and www.YourStashBox.com. Configured to incorporate Web2.0 functionality, VIDEOmovement.com uses community building and video sharing to attract almost endless amounts of net traffic.

Advertisers can join VIDEOmovement.com's network in a variety of ways, ultimately to select what's most advantageous. Channel sponsorship, social networking advertising, interactive contests, product placement, and advertising channels are only some of the flexible new ways to reach viewers through online video advertising.

Sheer numbers bear out the faith in VIDEOmovement.com's design. Studies indicate that one-third of Americans view online video at least once a month, a figure that might not have even been worth mentioning only a couple of years ago.

Some polls also indicate that as many as 90% of viewers do not mind seeing online video ads before content. By 2010, some 157 million Americans will be viewing online videos. From a sociological perspective, that's a staggering market for advertisers. When coupled with the effectiveness of the medium, where every last penny can be accounted for, online video advertising is the hottest advertising space anywhere. And VIDEOmovement.com exists to avail advertisers affordably and profitably to this powerful surge of tantalizing possibilities.

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About ICMediaDirect

online marketing and advertising firm.

Website: <http://www.icmediadirect.com>