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## Digital Media

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## GoViral launches branded video service

**LONDON - GoViral, the branded content distributor, is launching [goviralnetwork.com](#), a platform providing publishers and bloggers with a centralised destination to access branded video content.**



The screenshot shows the homepage of goviralnetwork.com. At the top left is the logo "goviralnetwork" with "goviral" in blue and "network" in red. To the right are links for "Sign Up" and "Log In". Below the logo is a navigation menu with "HOME", "MEMBERS", "SIGN UP", "SUPPORT", and "CONTACT". The main content area is divided into several sections: "ACCOUNT LOGIN" with fields for "Email Address" and "Password", a "Remember me" checkbox, and a "Log In" button; "OTHER PUBLISHER BENEFITS" listing advantages like "Benefits from free additional content" and "Get paid every time your users watch a video"; "GETTING STARTED" with a 3-step process: "1. Register for your free goviral network account", "2. View available campaigns for your site", and "3. Grab video player code and upload", followed by a "Register for account" button; and a quote from Gil Shoham, General Manager at Metacafe, praising GoViral's service.

GoViral: offering new branded video service

Through [goviralnetwork.com](#), online publishers can choose the most appropriate branded content for their audience. Any publisher can apply to [goviralnetwork.com](#) and for each user-initiated video play, the publisher will earn a fee.

Publishers and bloggers can access performance statistics in real time via GoViral's proprietary technology, and receive instant alerts about new campaigns and content.

Payments of advertising revenue are automatically executed by [goviralnetwork.com](#) every month, in any currency.

Thomas Sevége, vice-president of publishing at GoViral, said: "Brands are realising that they need to be where their audiences are consuming and interacting with media."