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GoViral launches branded content platform

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Content distributor GoViral is to launch a platform to give publishers and bloggers an automated, centralised access point for branded video content.

Goviralnetwork.com will enable publishers to select appropriate branded content for their site and target audiences. They will earn a fee for each user-initiated video play.

The service will feature real-time performance statistics to enable publishers and bloggers to access instant alerts about campaigns and content, and will execute automatic ad revenue payments.

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

"Our unique position in the market enables publishers and bloggers to access content created by many of the world's largest brands while earning significant advertising revenue."

GoViral claims to distribute up to 100 branded campaigns globally each month.