

BrevityTV.com Marks Beta2 With Flurry of Content, Giving Away Free Advertisement

To mark the unveiling of additional properties beyond.brevityTV.com and WeWriteFunny.com, sketch comedy web site brevityTV.com is holding a contest to give away free advertising on their various web properties.

February 16, 2010 (FPRC) -- Los Angeles, CA – Comedy web site brevityTV.com will move into beta2 this March, with a significant revamp of its interface and content delivery. The site's community portal will begin publishing a new 'mini-show' on March 1st, releasing a new installment each weekday for two months. Additionally, a contest in February will determine eight (8) winners of one free month of display advertisement.

The site's community portal, beyond.brevityTV.com, will host the installments while the main site undergoes maintenance. Monday through Thursday will feature an offering from each of four new 'minishows.' One, Brantley's Love Vlog—in which brevityTV actor Mark Harley raps and sings to a long-distance girlfriend—launches early, on Valentine's Day.

'We had to give 'mini-shows' their own name,' said Claudia Perea, Director of Audience Development for brevityTV. 'These segments aren't quite long enough to constitute web series, but at the same time they're a bigger deal than your typical YouTube show. What we've created will feel like vlog posts, but with a bit more polish and sometimes story arcs.'

On Fridays, the group will feature sketch comedy from their archive.

Both brevityTV and the beyond.brevityTV community portal will feature 125 x 125 display ad sponsor spaces to be given out for free, lasting the entire month of March.

'Whether your web presence is huge or tiny, any little bit of publicity might bring your next subscriber, and every backlink counts,' said Executive Producer Deron Sedy. 'We have no idea what kind of interest this contest might generate, especially since our site is still young, but hey, free is free, right? Meanwhile, we hope to get the word out about our upcoming two-month season of daily funny, so hopefully some of that publicity will also help our contest winners.'

Contest details are available at contest.brevityTV.com. Any organization, company, individual, or web site wishing to enter may do so to contest@brevityTV.com, beginning February 16 and ending 11:59 p.m. PST on February 25. Entrants must write exactly three sentences about why they should be chosen to get free ad space and include either a description of what their 125 x 125 ad block will look like, or the design itself for said block. BrevityTV officers will select winners solely on the basis of who creates the funniest three-sentence reason and/or ad design, with ties broken in favor of entities working in new media, entertainment, or performing arts.

February shall also feature a new 'brevityTV 20-20' installment, in which a small team of brevityTV creatives have only 20 hours and 20 dollars with which to shoot and edit a video reenactment of a viewer's dream. Fans can describe their strangest dream, via brevityTV's YouTube channel, for a chance to have it selected for recreation.

The brevityTV writers also have their own blog, WeWriteFunny.com. If the free advertisement contest produces sufficient entries of quality, Sedy said, additional winners may be chosen to appear at that writer blog.

About brevityTV:

BrevityTV is a network of select digital media artists, working as a community to produce comedy videos, with the slogan 'immaturity for grown-ups.' BrevityTV.com launched in April of 2008 with 6 comedy sketches, and in the 22 months since then has built a catalog of 60 pieces. With upcoming plans for series and minishows, that number stands to double by summer and quadruple by year's end.

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