

Vzaar Signs 1000th Business Customer for Their Industry Leading Online Video Platform

Businesses worldwide are using vzaar to host marketing and educational videos. vzaar, the business video hosting service, today announced they have signed up over 1000 companies in the US and UK, who are now using the vzaar video platform for internal and external video distribution.

August 2, 2010 (FPRC) -- vzaar, (<http://www.vzaar.com>) the business video hosting service, today announced they have signed up over 1000 companies in the US and UK, who are now using the vzaar video platform for internal and external video distribution.

vzaar is an online video hosting service for businesses who have video content they need published online. Unlike other free services, this premium service offers its customers complete control and ownership of their content. The company has positioned itself as a professional video hosting service providing a low cost service with an easy to use interface and in the last 18 months, has reached this milestone of serving 1000 companies.

'vzaar's 1000th customer add is testament to the high-growth potential of the OVP segment,' says Paul A. Palumbo, research director at Accustream Research. 'All brands are media brands in today's multi-screen, online and mobile communication and entertainment network; there is a diverse and expanding customer base. OVP business models are sound, and structured on recurring monthly revenue. We expect rapid revenue growth for the segment over the next several years, and profitability.' According to Accustream Research, the market for online video platforms (OVPs) are growing at about 40% per year.

How are vzaar's business customers using video?

Will Wynne from Arena Flowers, a leading online florist, has been using online video in an innovative way for over three years. Will explains, 'We allow anybody who orders flowers online to add a video of themselves. They record the video and upload it to our website and we send it on the recipient on receipt of the flowers. With vzaar we were able to make this addition with no fuss.'

Alan Chester of Luzern Solutions, one of vzaar's early customers, uses video to sell large volumes of refurbished electronics equipment online. Alan comments on his use of video, 'We have been using video to sell our products online for over 3 years. The video benefits our business by reducing the number of customer service calls and our conversion rates have increased as a result. Roughly 25%- 30% of visitors to the product pages watch the video. We use vzaar as it offers us the ecommerce tool set we require to add videos to large volumes of items.'

Other big name customers like Walmart (WMT) use vzaar on their community websites to publish activities they are doing in communities across North America. vzaar is also popular with web design agencies that build websites such as New York agency Dlanycstreet.com. 'We use vzaar for our clients - the easy-to-use interface alone is a cut above others we've researched,' commented Regina Heimbruch, a partner at Delancy Street.

'vzaar is designed for serious business video hosting unlike other free services like Youtube, Metacafe and Vimeo,' says Stephen McCluskey, CEO of vzaar. 'Our explosive growth demonstrates the power of video and its attractiveness to business. Any business not using video to communicate and sell is living (and dying) in the stone age.'

About vzaar

vzaar is an online video hosting platform that provides an end to end video service for web applications, ecommerce website and internet publishers. Founded in 2007, vzaar has its Headquarters in London, United Kingdom. For more information visit <http://vzaar.com>

Contact Information

For more information contact Mark Shapiro of vzaar (<http://www.vzaar.com>)
1 619 249 7742

Keywords

[vzaar](#)
[online video platform](#)
[videohosting](#)

You can read this press release online [here](#)