

News Videographer

Online video journalism critiques, training, news and discussions

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Company Spotlight: voped

by Angela Grant

While at this month's NAA conference, I spoke with companies that provide services related to online video. This continues an occasional spotlight on companies I think you'll find interesting.

Voped is a brand-spankin-new video content delivery platform.



It first launched in May 2008 with user-generated videos in mind. VP of Operations Ellen Serrano told me the initial idea was to create an application that would allow news readers to submit video comments on news sites. That's where the name Voped comes from — It stands for Video Op/Ed. You're supposed to say it like Vop/Ed.

Then in late 2008, the company launched a **subscription-based video platform** that works just like other video content delivery networks like Brightcove and VMIX. You upload your videos to Voped's servers, and you have a backend user interface that allows you to organize them, and embed different types of video players and widgets into your news site.

A couple notable exceptions:

- It's cheaper. \$150 per month starts you off on the lowest bandwidth tier. It gets more expensive the more bandwidth you need.
- It allows users to upload video comments to respond to your stories.

You can see an example of Voped in action on **Mike Tyson's web site** under Mike TV. According to Ellen, **American Community Newspapers** also recently signed on with Voped, and plans to roll out its video offerings soon.

The next improvement the company plans to make is introducing an advertising platform that allows news sites to make money by running ads from ad networks, plus upload their own local ads.