

Online Video Specialist offers free video hosting to UK's third sector.

By StreamCity Ltd

Dated: Mar 14, 2009

Streamcity Ltd - one of the UK's leading suppliers of online video for not-for-profits - is to make its MagicLite video hosting service available free of charge to UK registered charities.

Non profit organisations registered with the Charity Commission in the UK can now take advantage of a free video hosting service which has all the benefits of systems such as YouTube and Google Video but without the downsides.

MagicLite is part of Streamcity's Magic Publisher suite of online video solutions used by the likes of Cancer Research UK, Oxfam, The Prince's Trust, WaterAid and the Saga Charitable Trust. Currently Magic Publisher delivers over two million minutes of video each month.

The initiative to make the service available for free is intended to enable third sector organisations who have video content but don't currently show it on their website to improve their online offering without having to make a financial commitment.

Announcing the offer in London, Dave Greene-Taylor, CEO of Streamcity said "Video is a powerful tool for fundraising, campaigning and building awareness. In our experience, many charities already have videos which they are not showing on their websites and MagicLite is the perfect tool to get these resources seen by a wider audience."

MagicLite allows users to encode, publish and manage up to twelve videos with facilities similar to YouTube. As the number of videos increases, organisations can easily move to the main Magic Publisher System which allows full Web TV facilities.

Compared to other free video hosting offerings, MagicLite is designed to give more control to the content owner. There are no ads and viewers stay on the charity's website at all times, so there is no risk of those watching being offered unsuitable content in the form of "related videos" which have little to do with the charity's own message. "The traffic that YouTube generates is generally in one direction - taking viewers away from your site," says Mr Greene -Taylor "The last thing you want is for viewers to be tempted away from your message when they see related videos from other producers. MagicLite keeps the viewer where you want them - interacting with your content."

More details of free video hosting for charities and other video production services tailored for the third sector can be found on the StreamCity website: http://www.streamcity.co.uk/third_sector.asp

| | |
|----------------|---|
| Category | Non Profit, Multimedia, Marketing |
| Tags | video hosting, charity video, fundraising video |
| Email | Click to email author |
| State/Province | London |
| Zip | SE1 7SJ |
| Country | United Kingdom |