

Broadband Enterprises partners Warner Bros. Online

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Televisionpoint.com Team - India

Broadband Enterprises announced today that it is syndicating animated video shorts from Warner Bros. Online to its broadband network of more than 400 websites. Syndicated programming includes animated favorites from 'Looney Tunes,' 'Gotham Girls,' 'Timberwolf' and 'Cartoon Monsoon.'

All of the animated video shorts are available in flash, delivering superior quality pictures. In addition, Broadband Enterprises will sell advertising sponsorships around the programming.

"In this ever-changing media climate, both studios and advertisers are looking for new ways to reach consumers, By syndicating programming with advertising sponsorship, we can target and reach a specific audience within the more than 100 million people streaming video on broadband per month." said Matt Wasserlauf, president and CEO, Broadband Enterprises.

"Broadband Enterprises enables us to reach new and existing fans with our original animated programming, This audience has also demonstrated that they will watch an ad in order to view video for free, which opens the door for us to explore more innovative advertising models." said Darryl LaRue, VP Sales, Warner Bros. Online.

The syndication of Warner Bros. Online's original 'Looney Tunes' web shorts began this summer on targeted kids websites Kaboose.com, Kidsdomain.com, Funschool.com, Zeeks.com, Piczo.com and Bonus.com.

Broadband Enterprises represents a network of more than 400 websites, which delivers more than 350 million video streams each month. The company syndicates and produces short- and long-form video for the Internet, and buys, produces and distributes advertiser's programming across its growing network.