



## News Release

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## FrameBuzz Brings Social Commenting to Online Video

*New social video application lets viewers interact while they watch, whenever they watch.*

**AUSTIN, TX – May 13, 2013** – Social video startup FrameBuzz, a web-based software company that lets users share comments and conversations as they watch videos, today announced the public beta release of FrameBuzz 1.0. The new social application creates a dynamic discussion space for online video, allowing users to watch together even when they're not watching at the same time.

### A New Way to Watch Video, Together

Social media is revolutionizing the way people watch video. A third of active Twitter users tweeted about what they were watching in 2012, and 44 percent of tablet owners used social networking while watching TV<sup>1</sup>. But today's social video tools are still limited, especially for video streamed online, which makes up more than half of global Internet traffic.<sup>2</sup>

"Social networks are great for sharing video but not for interacting around it," says Aaron Lindsey, FrameBuzz Co-Founder and CEO. "We think it's time for a social experience that works for all types of content, and for the way people want to watch: on their own schedule."

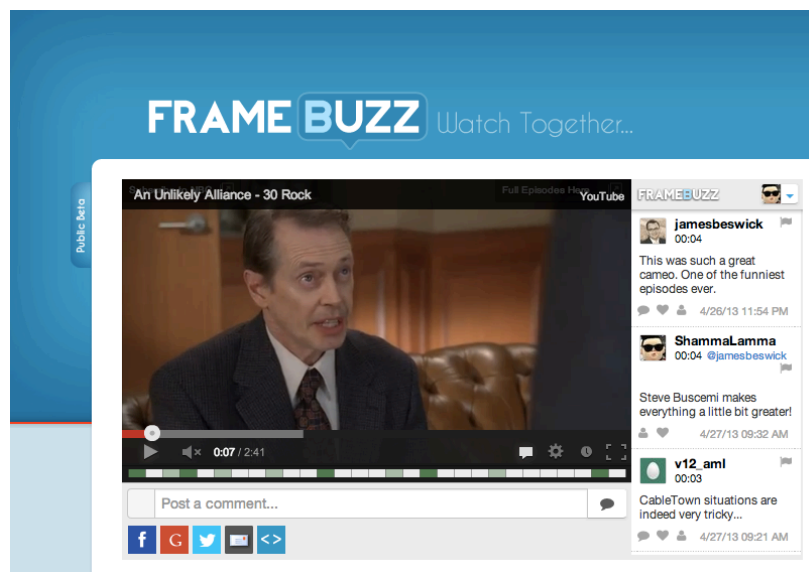
FrameBuzz lets users interact as if they were watching in the same room together, even when watching at different times and locations. Using the patent-pending web-based application, users can add comments to videos moment by moment while they watch, and see comments from others play out at the specific time in the video they were made.

"The two-screen phenomenon is a popular topic right now, and while industry experts are rushing to understand how to leverage it, the opportunity to create a more valuable user experience is becoming more and more apparent," says Christina Trapolino, Social Media Consultant. "At present, comment discussions on video platforms are abysmal, so people turn to Twitter or Facebook to discuss media. That's why FrameBuzz's long-term vision is so exciting. They want to create a truly social video experience. If they're successful, they could very well change the way people come together around media for the foreseeable future."

### FrameBuzz Public Beta Now Live

With the release of the FrameBuzz 1.0 public beta, any website that hosts video content can now add FrameBuzz streaming commenting to their videos. Websites can FrameBuzz videos using the Video Dashboard tool at [www.framebuzz.com](http://www.framebuzz.com), and then embed them in the same way they would embed

any other video. Websites also gain access to the FrameBuzz Analytics Engine, which provides unique insights into how users are interacting with their video content.



“FrameBuzz turns online videos into a social destination where users can engage much more deeply with a website’s content,” says Jason Kohn, FrameBuzz Co-Founder. “It also adds new incentive to share and promote that content. Users aren’t just sharing a video anymore, they’re sharing their own experience watching it, and inviting their friends to watch with them.”

Website users, as well as individuals wishing to comment on FrameBuzzed videos, can begin using FrameBuzz right away by creating a free account at [www.framebuzz.com](http://www.framebuzz.com).

### About FrameBuzz

FrameBuzz is a social video platform that lets people share comments and conversations around online video content on sites across the web. FrameBuzz creates a new viewing experience for online video, letting people interact socially as if they were viewing together live, even if they’re watching at completely different times. For websites, it provides a powerful new tool to better understand and target their audiences, and grow their brand. FrameBuzz is an Austin-based, privately held company. To learn more, visit [www.framebuzz.com](http://www.framebuzz.com).

Follow FrameBuzz on Twitter at @framebuzz and on Facebook at [www.facebook.com/framebuzz](http://www.facebook.com/framebuzz).

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<sup>1</sup> “[State of the Media: The Social Media Report 2012](#),” Nielsen, 2012.

<sup>2</sup> “[Cisco Visual Networking Index: Forecast and Methodology, 2011-2016](#),” Cisco, 2012.