**FrameBuzz Launches Online Video Conversation Platform to Change the Way People Interact with Video**

*Moment-by-moment video commenting goes live from Austin with support from local businesses*

**Austin, TX – August 20, 2013** – FrameBuzz today launched a free platform for online video that makes it possible to have threaded, moment-by-moment conversations within the screen itself and without having to watch the video at the same time. FrameBuzz provides on-demand social conversation around every second of video. It curates smart comments tied to specific video moments for more contextual, interesting discussions, and gives vloggers a powerful new way to engage viewers.

“Social conversations around online video are disjointed right now and filled with spam, giving people a bad taste in their mouth when it comes to video commenting. Instead of using separate social networks to have conversations around videos or using static, after-the-fact commenting, people can use one platform for coherent, threaded, moderated conversations within the video itself. With FrameBuzz, we want those conversations to live on as part of that video, in the moment, anytime someone presses play,” said co-founder Jason Kohn.

Websites that host video content can easily “FrameBuzz” their YouTube or Vimeo videos to gain immediate feedback from viewers, answer questions and provide additional information in the context of the video. Austin Fashion Week investor and consultant James Leasure served as a private beta tester and sees FrameBuzz as a way to drive meaningful conversations and feedback about details people care about. “I love the idea that people can comment on FrameBuzzed videos of Austin Fashion Week, ask questions of designers, and then the designer can come back in and tell them if that design comes in a different color or where they can buy it, ” Leasure said. “Creating a direct dialogue between parties with our video content as the mediator is a huge win for everyone involved.”

After testing and collaboration with several Austin businesses, including Austin Fashion Week, UPG Video Marketing and Winding Road Magazine, FrameBuzz is now available for any content creator to use on their website and for individual users to start FrameBuzzing their favorite online videos.

“We want to change the way people interact with video. Current commenting solutions simply don’t allow for intelligent conversations around online video. FrameBuzz provides the glue between content creators and video connoisseurs whose interactions will shape the way video is produced, shared, and discovered,” said Aaron Lindsey, CEO of FrameBuzz. “We look forward to sharing FrameBuzz with more creatives – both here in Austin and nation-wide – to help curate meaningful conversations with their audiences.”

To try the free FrameBuzz conversation platform, users can sign up for a profile and in seconds start commenting on top FrameBuzzed videos from around the web. Users can then FrameBuzz their favorite YouTube and Vimeo videos to embed on a site or their FrameBuzz profile page, and invite friends to join in the conversation. For more information or to try FrameBuzz, visit www.FrameBuzz.com.

**About FrameBuzz**

FrameBuzz, a free online video conversation platform, enables moment-by-moment conversations within a video. This social technology eliminates static, after-the-fact commenting beneath online videos and curates conversations tied to specific video frames for deeper, contextual conversations. Content creators can quickly and easily FrameBuzz their YouTube and Vimeo videos and embed on their website, empowering their audience to start conversations with one another, frame by frame. Best of all, users have the freedom to watch FrameBuzzed videos on their own time without the fear of missing out on real-time discussions. FrameBuzz is a startup that began in 2013 and calls Austin, Texas home.  Check out [FrameBuzz.com](http://framebuzz.com/) for more information.

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