

Video API Enables Viral Movie and Music Promotions On Social Networks

Internet Video Archive LLC announces new enhancements to its comprehensive Video API offering direct access to Video Detective's library of movie trailers, television previews and game trailers as well as Singing Fool's massive catalog of music videos. In addition, the newly added forum allows developers to learn from each other how to take advantage of this essential resource.

Haddon Heights, NJ (Billboard Publicity Wire) March 26, 2008 -- Singing Fool (<http://singingfool.com>) has amassed over 14,000 music videos for promotional use on the Internet. Video Detective (<http://videodetective.com>) has nearly 20,000 movie, tv and game previews ready for entertainment marketers. Both companies use Internet Video Archive (IVA) to deliver state of the art quality and service.

These IVA clients support leading retail and content sites across the web including Fandango, Barnes & Noble, ATT, Comcast, LoveFilm, and hundreds of public libraries. One key element of Singing Fool's and Video Detective's success has been the highly accurate and up to the minute meta-data associated with their video content. This allows for the transformation of video 'content' into information which can be used in many unique and creative ways which serves the promotional goals of movie and music makers who contribute to the archives on a regular basis.

Making this valuable video information available to independent developers via its API has been part of IVA's mandate since it first introduced the video API for its clients over 18 months ago. The API has been constantly evolving to meet their needs. They have added a number of popular views including Chart Topping Music Video Lists, New Theatrical Videos, and highly anticipated 'sneak preview' which includes many exclusives and the hottest new movie trailers.

The new and improved Video API now offers developers the ability to customize the flash video player to match the look and feel of any site, widget or blog. Player customizations include width, height, color and auto start parameters. Web sites now have the options to display video in beautiful full-screen or to create a miniature player to fit in tight spots on social networks like Facebook or iGoogle. Developers can pop open the player in a modal window or simply display photos and titles in a list. The options are endless.

IVA has also opened up its source code to access music, movie, and game trailers; something no other API can offer. This will allow developers to create their own video gadgets for Myspace, Google, and any other Social Network using Open Social.

To support these new developments, Internet Video Archive has created a brand new User Forum for developers to post questions and find answers to frequently asked questions. They also plan to use the forum as a sounding board to develop new ideas and features.

Director of Technology, Robert Kolo, comments, "We realize that the use of video on the web will continue to evolve from 'Web Bling' to evermore rich and useful information and IVA plans to continue to provide the tools and data needed for this transformation."



For more information, please visit <http://api.internetvideoarchive.com/>.

###



Contact Information

Robert Kolo

Internet Video Archive LLC

<http://api.internetvideoarchive.com/>

(800) 638-4321

Rhodes Mason

Singing Fool LLC

<http://b2b.singingfool.com>

(856) 310-1981

Online Web 2.0 Version

You can read the online version of this press release [here](#).

PRWebPodcast Available

[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)