



New SingingFool.com Launches

New Recommendation Engine Makes Site Unique

Haddon Heights, NJ (Billboard Publicity Wire) June 19, 2008 --- Internet Video Archive today announced the launch of its all new consumer site for music videos, SingingFool.com. The new site boasts a greatly enlarged library of videos, improved search, and a brand new proprietary recommendation engine. "The strategy was totally rethought," said IVA President Jed Horovitz. "We now have a site that makes people want to watch one more video every time they visit."

Key to that strategy is software developed by the company that connects visitors to the site with music videos they are likely to want to watch. However, unlike other sites, music video fans do not have to invest energy in filing out detailed profiles, so even a first time visitor will find titles that will interest them.

The final step was to expand the number of music videos on the site to over 30,000 which the company believes gives it the largest collections of professionally made music videos in the world. "We have developed excellent relationships with hundreds of labels which has given us access to thousands of videos," notes Director of Marketing Jay Perloff. "At the same time, we are not afraid to turn down videos that do not meet our standards."

The second prong in the re-launch of the site was to simplify the search engine which now yields results by both artist and title for every search. "This combined search was the number one request from our users," notes Director of Technology Bob Kolo.

The IVA development team is very confident about the sites ability to succeed in the very competitive music video niche. "Recent research* has pointed toward the importance of helping music fans connect to titles they'll like," said Director of Business Development Rhodes Mason. "We think our ability to do that for music video makes us unique in the marketplace."

SingingFool is the top ranked independent music video site. It is operated by IVA, a full-service content management company that also operates VideoDetective.com as well as video content management software and services for companies such as Barnes & Noble, Fandango and LoveFilm.

*Seventy-seven percent of customers say that they find recommendations in general somewhat to extremely useful, and roughly one-third of consumers who notice recommendations on eCommerce sites report purchasing a product based on such recommendations." (Which Personalization Tools Work for eCommerce - And Why - Forrester Group, 2007)

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