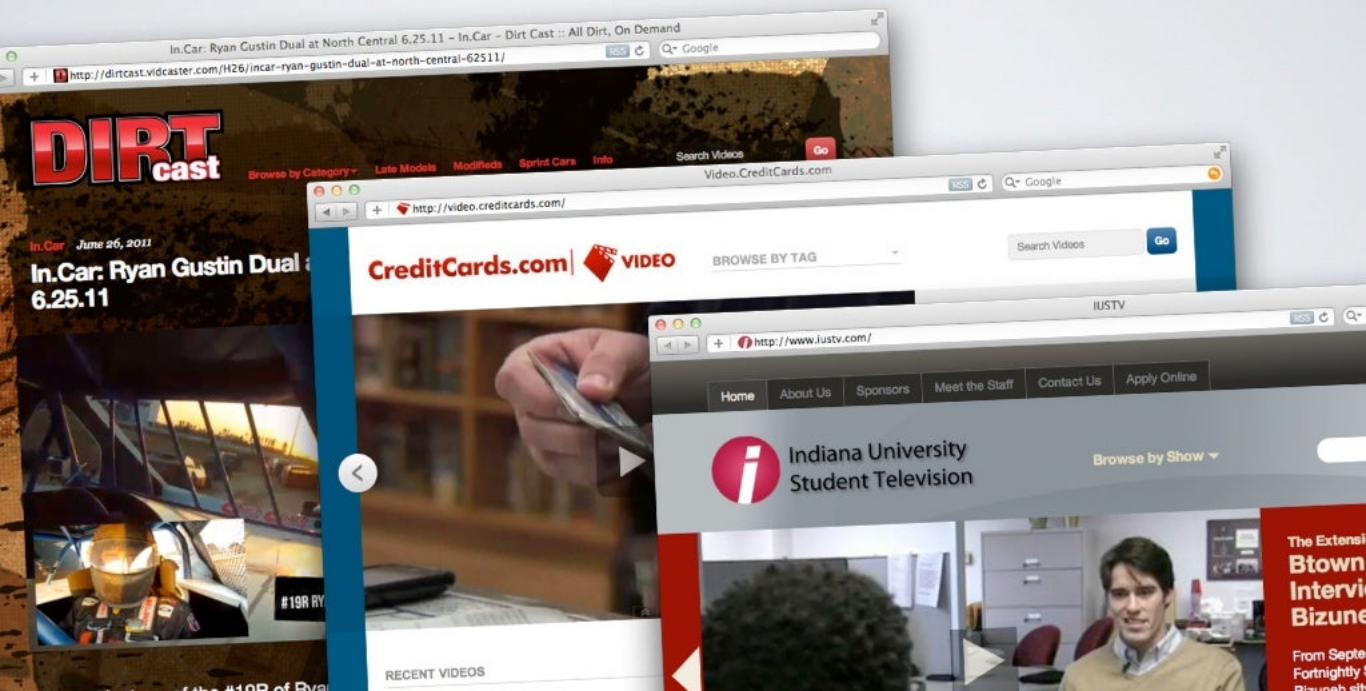


What is VidCaster?

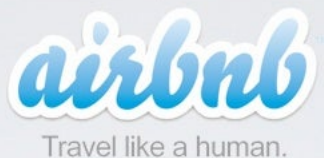
vidcaster

VidCaster is a true **end-to-end** solution that creates a **full video website**, not just a standalone video player.



Paying Customers

vidcaster



Case Study

vidcaster

airbnb

Travel like a human.



AirTV Episode 8: Lovely Villa Near Valencia, Spain - YouTube

http://www.youtube.com/watch?v=5bYCS3QCNv4

Reader Google

You Tube Search Browse Movies Upload Create Account Sign In

AirTV Episode 8: Lovely Villa Near Valencia, Spain

Airbnb 90 videos Subscribe

0:02 / 2:30 360p

Like Add to Share 1,400

Uploaded by Airbnb on Aug 26, 2010

Check out Diego's villa here: <http://www.airbnb.com/rooms/34164>

Show more

1 like, 0 dislikes

see all Reactions (0)

Sign In or Sign Up now to post a comment!

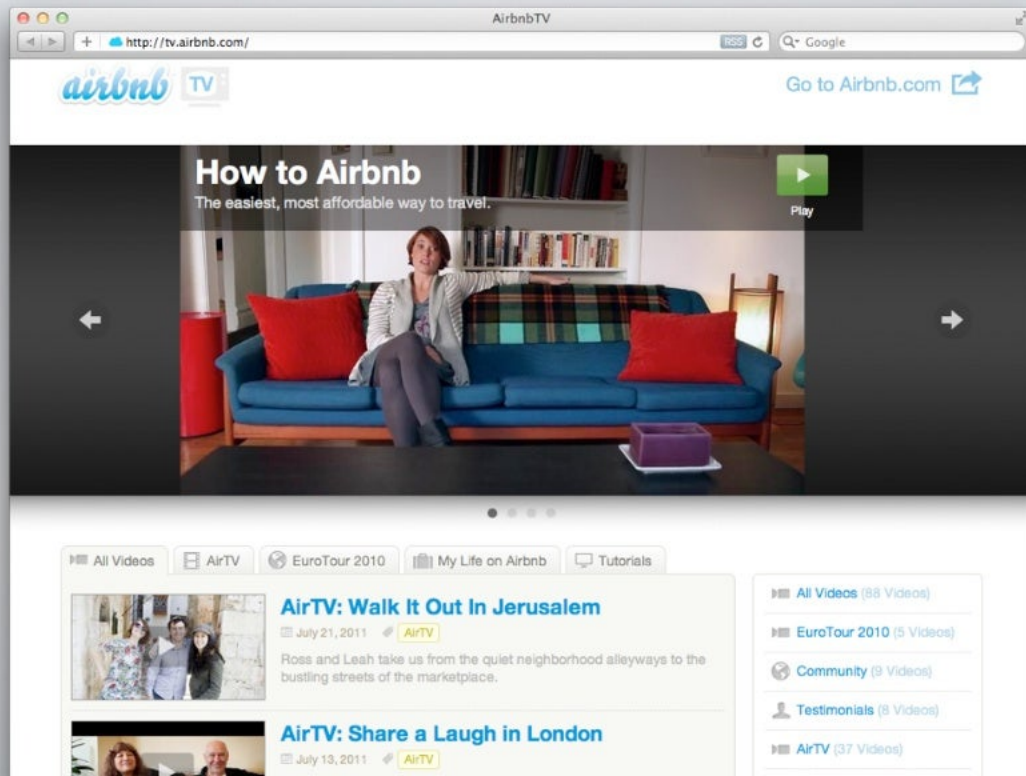
Your reaction?

cool - I am the first who watches this video... I was wondering why you put so much effort into tv rather than into other marketing tools. Pictures are enough and great prices and some other tools would be much more cool. Btw - I also have different other ideas and your name sucks. But your platform is state of the art. So cheers :)
guncout 11 months ago

Suggestions

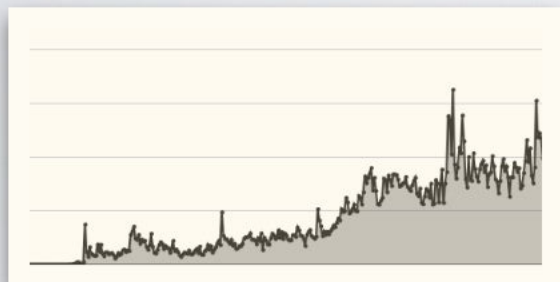
- AirTV Episode 4: Charming Home on Melrose Ave. by Airbnb 2:49 2,954 views
- AirTV Episode 7: Gorgeous Canal Accommodations by Airbnb 2:39 1,306 views
- AirTV Episode 9: Beautiful Chic Flat in Barcelona by Airbnb 2:32 4,926 views
- AirTV Episode 3: The Enchanted Manor in by Airbnb 2:41 6,492 views
- Covetes.wmv by Rubbing 3:15 70 views
- Incendi Bocairent 07/09/10 by ERXUSI 2:53 492 views
- When In Valencia, Spain: Visit Horchateria El S... by avidcruser 1:17 194 views
- 6-7th CHAPTER AEROSMITH AMAZING VALENCIA by a2bmw 5:57 350 views

<http://tv.airbnb.com>



Maximize **Convertible** Viewership

vidcaster



3x viewership growth

TOP VIEWING METHODS

Your Site	<div></div>	54%
YouTube	<div></div>	19%
Embed	<div></div>	18%
Podcast	<div></div>	9%

Video drives action

Free video sites are not ideal environments

IDEAL:

Branded environment

Own domain

Full control

Video SEO Missed Opportunity

vidcaster

A screenshot of a Google search results page for the query "virgin america". The browser's address bar shows the URL: <http://www.google.com/#q=virgin+america&hl=en&client=safari&ls=en&prmd=ivnsu&source=lnms&ei=oT48T...>. The search bar contains "virgin america" and indicates "About 50,200,000 results (0.07 seconds)".

On the left, there are navigation links: "Web", "Images", "Videos", "Maps", "News", "Shopping", "Gmail", and "more". Below these are filters for "Everything", "Images", "Videos", "News", and "Shopping".

The main search results include:

- Virgin America | VirginAmerica.com** (Ad): www.virginamerica.com/Official-Site. Purchase on the official site for cheap deals and no hassle booking. Links: Book a Flight, Current Deals, Where We Fly, Fleetwide WiFi.
- Plane Tickets, Flights And Airfares | Virgin America**: www.virginamerica.com/ - Cached. A brand new airline dedicated to making flying good again. Airline tickets, airfares, flights, and more. Links: Flights, Flight Status, Check-In, Contact Us, View Itinerary, Careers, Route Map, Fares to Fly By.
- Domestic US Flights, Book A Flight Today | Virgin America**: www.virginamerica.com/flights/ - Cached. Getting there should be fun. Find domestic flights, airfares and book your ...
- Flight Status, Updates, And Information | Virgin America**: www.virginamerica.com/flight-status.html - Cached. Use Virgin America's flight status tools to search all flight arrival and ...
- Online Check In | Virgin America**: www.virginamerica.com/online-check-in.html - Cached. Check in to your Virgin America flight online, view your itinerary and ...
- News for virgin america**: **Virgin America Gets Friendly With San Francisco Giants Fans** - Huffington Post - 3 hours ago. Speaking of beards, during the game @Virginamerica will be hosing a #FlyTheBeard Twitter Scavenger Hunt where the winner can land a chance to win a free ...

At the bottom, there are links for "2 related articles", "Virgin America Dons MLB Pitcher's Beard on Twitter", and "ClickZ News - 11 related articles".

Video SEO Missed Opportunity

vidcaster

virgin america - Google Search

http://www.google.com/#q=virgin+america&hl=en&client=safari&rls=en&prmd=ivnsu&source=lnms&tbn=vid&e

Web Images Videos Maps News Shopping Gmail more - Sign in

Google

virgin america

About 81,900 results (0.07 seconds)

Advanced search

SafeSearch moderate

Everything

Images

Videos

News

Shopping

More

Mountain

Change to

Any duration

Short (0-4 min.)

Medium (4-20 min.)

Long (20+ min.)

Any time

Past hour

Past 24 h

Past week

Past month

Past 2 mo

Past year

Custom range...

All results

Sites with Timeline

More search

Sorted by relevance

Sorted by date

Any quality

High quality

All videos

Closed captioned

Any source

youtube.com

Virgin America | VirginAmerica.com

www.virginamerica.com/Official-Site

Purchase on the official site for cheap deals and no hassle booking.

Virgin America Plane Tour

youtube.com

10 min - Apr 8, 2008 - Uploaded by techiediva

Techie Diva takes a tour of the Virgin America flight from SFO to Seattle.

Virgin America Safety Video

youtube.com

4 min - Nov 21, 2007 - Uploaded by letVAfly

Virgin America's innovative and fun new safety video

Virgin America LAX to SFO

youtube.com

8 min - Aug 18, 2007 - Uploaded by mdhooke

My flight with Virgin America from Los Angeles to San Francisco on August 13, 2007.

Virgin America plane getting painted

youtube.com

2 min - Oct 17, 2009 - Uploaded by jorching

Copyright of Virgin America!!!! I do NOT own any of the rights to this video, neither do I accept the credit for its awesomeness:D ...

Virgin America's "Stay Golden" launch

vimeo.com

3 min - Nov 20, 2009

See what it's like to be on the inside of a Virgin America launch event.

Virgin America Airlines

virgin-america.airline.asia.com

70% off Virgin America Tickets

Compare Virgin America Flights

See your ad here >

Video SEO Missed Opportunity

vidcaster

The screenshot shows a YouTube video player for 'Virgin America Plane Tour' by 'techdiva'. The video title is 'Virgin America Plane Tour' and the channel name is 'techdiva' with 126 videos. The video player shows a black screen with the text 'Techie Diva presents' in a stylized, orange, pixelated font. Below the video player, the video has 29,712 likes and 1 dislike. The video was uploaded by 'techdiva' on April 8, 2008. The description reads: 'Techie Diva takes a tour of the Virgin America flight from SFO to Seattle.' The video is categorized under 'Travel & Transportation' and 'Airlines'. The video player shows a progress bar at 0:02 / 9:57. The video is titled 'Virgin America Plane Tour' and the channel name is 'techdiva' with 126 videos. The video player shows a black screen with the text 'Techie Diva presents' in a stylized, orange, pixelated font. Below the video player, the video has 29,712 likes and 1 dislike. The video was uploaded by 'techdiva' on April 8, 2008. The description reads: 'Techie Diva takes a tour of the Virgin America flight from SFO to Seattle.' The video is categorized under 'Travel & Transportation' and 'Airlines'. The video player shows a progress bar at 0:02 / 9:57. The video is titled 'Virgin America Plane Tour' and the channel name is 'techdiva' with 126 videos. The video player shows a black screen with the text 'Techie Diva presents' in a stylized, orange, pixelated font. Below the video player, the video has 29,712 likes and 1 dislike. The video was uploaded by 'techdiva' on April 8, 2008. The description reads: 'Techie Diva takes a tour of the Virgin America flight from SFO to Seattle.' The video is categorized under 'Travel & Transportation' and 'Airlines'. The video player shows a progress bar at 0:02 / 9:57.

Virgin America Plane Tour - YouTube

http://www.youtube.com/watch?v=fQ8zqVjEE4

Google

Web Images Web Images

Google

Everything Everything

Images Images

Videos Videos

News News

Shopping Shopping

More More

Mountain Change lo

Any time Past hour Past 24 h Past week Past month Past 2 mo Past year Custom r

Any duration Short (0-4 Medium (4-10 Long (20+)

Any time Past hour Past 24 h Past week Past month Past year Custom r

All result Sites with Timeline

Sorted by Sorted by

More search

Any quality High quality

All videos Closed captions

Any sound youtube.com

Like Add to Share

29,712

41 likes, 1 dislikes

Uploaded by techdiva on Apr 8, 2008

Techie Diva takes a tour of the Virgin America flight from SFO to Seattle.

Show more

Top Comments

I LOVE THE VIRGIN BRAND, NOW I NEED An EXCUSE TO FLY INTER USA !!! go Virgin AMERICA!

bewalker123 2 years ago 10

VA needs to start flying to Chicago!

MissPopularCulture 9 months ago 4

All Comments (36)

see all Reactions (0)

Sign In or Sign Up now to post a comment!

Your reaction?

Suggestions

New: GE Show Episode 6 by theshowchannel 24,966 views Promoted Video

world's most impressive airline cabins by frequentairbusflyer8 101,306 views

Jaunted Virgin America Plane Tour by mgjohnson 62,089 views

Flying with Virgin America by pop17 7,374 views

Virgin America Night Take Off HD by AirKingOne 50,212 views

Paris Hilton's My New BFF - Virgin America Flight by fanscapicvideo 23,602 views

can't Beat Virgin America by haightashburybeat 36,181 views

Virgin America Plane Ride - SFO - IAD by paulv406 3,210 views

Virgin America wifi video from

Video SEO Missed Opportunity

vidcaster

Charlie Schmidt's Keyboard Cat! - THE ORIGINAL! - YouTube

http://www. http://www. http://www. http://www.youtube.com/watch?v=J---aiyznGQ

Web Images Web Images

Google Google

Everything Images Videos News Shopping More

Mountain Change lo Any time Past hour Past 24 h Past week Past 24 h Past 2 mo Past year Custom r

Any duration Short (0-4 Medium (4-10 Long (10+)

Any time Past hour Past 24 h Past week Past 24 h Past 2 mo Past year Custom r

All result Sites with Timeline

Sorted by Sorted by

More search

Any quality High quality

All videos Closed captions

Any sound youtube.com

Like

Uploaded by Techie Diva

Top Comments

I LOVE THE VIRGIN AMERICA

oh no i love keyboard cat

TheGhost19 19 hours ago 33

VA needs to stop

is it just me or A CAT IS PLAYING A KEYBOARD O_O XD

lightmanjor 3 hours ago 4

All Comments

Like

Added to

Share

Uploaded by chuckleart on Jun 7, 2007

http://www.facebook.com/thekeyboardcat

http://www.twitter.com/thekeyboardcat - Keyboard Cat is the coolest cat in

Show more

17,548,734

54,432 likes, 4,567 dislikes

Buy on iTunes

See all

This video is a response to Keyboard Cat's Wonderful Pistachios Commercial

Follow @thekeyboardcat

102 videos

Subscribe

RENO TAHOE USA

Far from expected. VisitRenoTahoe.com

Suggestions

Ab Workout by Flex Belt by flexbelt 219,956 views Promoted Video

Charlie Schmidt's Keyboard Cat! by chuckleart PLAYLIST 46 videos

Keyboard Cat REINCARNATED! by chuckleart 4,163,190 views

Keyboard Cat's NEW hit Song! - "A OK" by chuckleart 347,582 views

freeze n drill hot dog flute by chuckleart 195,560 views

Video SEO Success



hackers and founders - Google Search

http://www.google.com/#hl=en&cp=13&gs_id=1c&hr=t&q=hackers+and+founders&pf=p&client=psy&source=hp

Web Images Videos Maps News Shopping Gmail more - Sign in

Google

hackers and founders

About 1,820,000 results (0.07 seconds)

Advanced search

Everything

Images

Videos

News

Shopping

More

San Francisco, CA

Change location

Any time

Past hour

Past 24 hours

Past week

Past 2 weeks

Past month

Past year

Custom range...

All results

Sites with images

Timeline

More search tools

Hackers and Founders (Mountain View, CA) - Meetup

www.hackersandfounders.com/ - Cached

Hackers in Silicon Valley/San Francisco/Berkeley interested in founding startups . We get together every two or three weeks and talk about shiny new ...

About Photos
View The Leadership Team Stats
Members Message Board
Calendar Group reviews

More results from hackersandfounders.com >

Hackers and Founders - San Francisco - Hackers and Founders ...

www.hackersandfounders.com/events/12517961/?action=detail... - Cached

Feb 4, 2010 - By popular demand we are inaugurating the first ever Hackers ...

Hackers and Founders - Pedro's Cantina, San Francisco - Hackers ...

www.hackersandfounders.com/events/16526280/ - Cached

Feb 10, 2011 - Arrive by 7pm and take advantage of happy hour specials ...

Hackers and Founders - Dogpatch Labs, San Francisco - Hackers and ...

www.hackersandfounders.com/events/13712634/?action=detail... - Cached

Jun 6, 2010 - Welcome to the summer of Hackers and Founders San Francisco ...

Show more results from hackersandfounders.com

Hackers & Founders TV

hackersandfounders.tv/ - Cached

AngelList founder Naval Ravikant talks about recent changes to the early ...

Eric Ries - The Lean Startup - Speakers - Hackers & Founders TV

hackersandfounders.tv/e2N/eric-ries-the-lean-startup/

15 min - Aug 3, 2011

106 Miles and Hackers & Founders Present: Eris Ries interview by Lara Druyan.

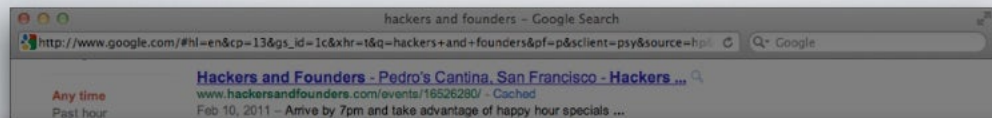
Naval Ravikant - Hack Your Funding - Speakers - Hackers & Founders TV

hackersandfounders.tv/T7F/naval-ravikant-hack-your-funding/

57 min - Mar 16, 2011

AngelList founder Naval Ravikant talks about recent changes to the early-stage fund-raising process and how entrepreneurs can use these ...

Video SEO Success



Custom range...

All results

Sites with images

Timeline

More search tools

[Hackers & Founders TV](#)

[hackersandfounders.tv/](#) - Cached

AngelList founder Naval Ravikant talks about recent changes to the early ...

[Eric Ries - The Lean Startup - Speakers - Hackers & Founders TV](#)



[hackersandfounders.tv/e2N/eric-ries-the-lean-startup/](#)

15 min - Aug 3, 2011

106 Miles and **Hackers & Founders** Present: Eris Ries interview by Lara Druryan.

[Naval Ravikant - Hack Your Funding - Speakers - Hackers & Founders TV](#)



[hackersandfounders.tv/T7F/naval-ravikant-hack-your-funding/](#)

57 min - Mar 16, 2011

AngelList founder Naval Ravikant talks about recent changes to the early-stage fund-raising process and how entrepreneurs can use these ...

More videos for [hackers and founders](#) »

[hfboston.com/](#) - Cached

The official website of the Boston chapter of the **Hackers and Founders** group. **Hackers and Founders** brings together entrepreneurs and hackers with a love for ...

[Anyvite | Hackers & Founders NYC Meetup #8](#)

[anyvite.com/events/home/cmqqg0wxx](#) - Cached

Make sure to follow **Hackers & Founders** on Twitter: @hackersfounders ([http://twitter.com/hackersfounders](#))(FYI: If the weather holds up - not too cold or rain ...

Ⓜ Show map of 24 E 12th St, New York, NY 10003-4513



1 2 3 4 5 6 7 8 9 10 Next

Search Help Give us feedback

Google Home Advertising Programs Business Solutions Privacy About Google

Video SEO Success

vidcaster

The screenshot shows a web browser window with two tabs. The active tab is titled "Naval Ravikant - Hack Your Funding - Speakers - Hackers & Founders TV" and shows the URL "http://hackersandfounders.tv/T7F/naval-ravikant-hack-your-funding/". The page features a dark background with a pattern of light gray circles. At the top, there is a navigation bar with the "Hackers & Founders.tv" logo, a "Browse by Category" link, and a "Microsoft BizSpark" logo. Below the navigation bar, the main content area displays the title "Naval Ravikant - Hack Your Funding" and a video player. The video player shows a man (Naval Ravikant) sitting at a desk with a laptop, with a "Microsoft BizSpark" logo overlaid. To the right of the video player, there is a "Related" section with three video thumbnails and their titles: "Demystifying PR for Startups: Identifying Your Target Message and Reporter", "Tech Talk: '10 Things' Design Talk with Jason Putorti", and "Eric Ries -- The Lean Startup". Below the "Related" section, there is a "TAGS" section with the tags "entrepreneurism, fundraising, hackersandfounders, navalravikant". On the left side of the browser window, there is a sidebar with a Google search bar and various filters: "Everything", "Images", "Videos", "News", "Shopping", "More", "Mountain View, CA", "Change location", "Any time", "Past hour", "Past 24 hours", "Past week", "Past month", "Past 2 months", "Past year", "Custom range...", "All results", "Sites with images", "Timeline", and "More search tools".

Web Images Videos

Google

Everything

Images

Videos

News

Shopping

More

Mountain View, CA

Change location

Any time

Past hour

Past 24 hours

Past week

Past month

Past 2 months

Past year

Custom range...

All results

Sites with images

Timeline

More search tools

Naval Ravikant - Hack Your Funding - Speakers - Hackers & Founders TV

http://hackersandfounders.tv/T7F/naval-ravikant-hack-your-funding/

Hackers & Founders.tv

Browse by Category

Microsoft BizSpark

Speakers March 17, 2011

Naval Ravikant - Hack Your Funding

share

Related Map

Speakers

Demystifying PR for Startups: Identifying Your Target Message and Reporter

Speakers

Tech Talk: "10 Things" Design Talk with Jason Putorti

Speakers

Eric Ries -- The Lean Startup

presented by Microsoft BizSpark

00:00 00:00

AngelList founder Naval Ravikant talks about recent changes to the early-stage fund-raising process and how entrepreneurs can use these trends to their advantage.

TAGS

entrepreneurism, fundraising, hackersandfounders, navalravikant

COMMENTS

Video SEO Success

vidcaster

The image is a collage of three browser windows illustrating video SEO success.

Left Window: A Google search page with filters for "Everything", "Images", "Videos", "News", "Shopping", and "More". It also shows "Mountain View, CA" and "Any time" filters.

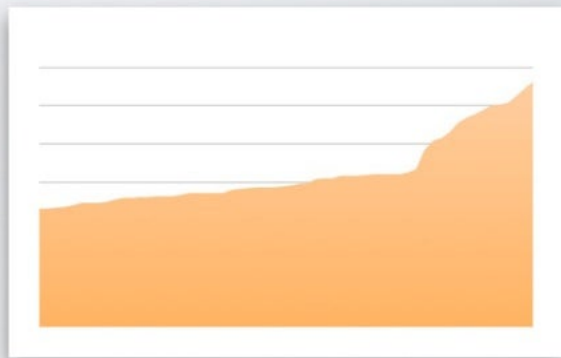
Middle Window: A video player showing a video titled "StorSimple". The video player includes a play button, a progress bar, and a "00:00 / 2:05" timestamp. Below the video player, there is a description of StorSimple and a link to "Learn more about StorSimple".

Right Window: The Microsoft BizSpark website. The header includes the Microsoft BizSpark logo and navigation links: Home, About, Offers, Training & Resources, Partners, News & Events, BizSpark Connect, and My BizSpark. The main content area features the headline "BizSpark will fast-track the success of your startup with software, support & visibility." and a section titled "Featuring the Best of BizSpark". This section includes a video player for "StorSimple" and a list of featured videos: "Clever Sense", "Soundtracker", "Gridsum", "Curse.com", and "Lymbix". A sidebar on the right encourages users to "Sign up your Startup for Microsoft BizSpark" and lists benefits like connecting with startups, getting Microsoft software, and participating with peers.

5x new user signup since switching to **instant signup**.



Total Videos (past 6 months)



Total Users (past 6 months)

Team

vidcaster



Kieran
CEO



Ray
Marketing



Steve
Design



Jiang
Development

ADVISORS AND INVESTORS



Jay Buffington



Chris Yeh



Brendan Mulligan



Dave McClure



Christine Tsai

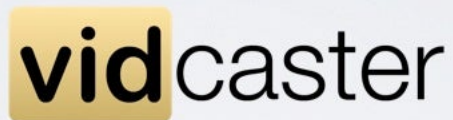


Paul Singh

Proven product
Unique approach
Driven team

FUNDRAISING

Now raising \$500k



kieran@vidcaster.com

angel.co/vidcaster

@vidcaster