



THE MOTION

The Future of Classifieds: VIDEO

We're here to help you disrupt by transforming
your content into video.



Mauricio Morales
CHIEF PRODUCT OFFICER



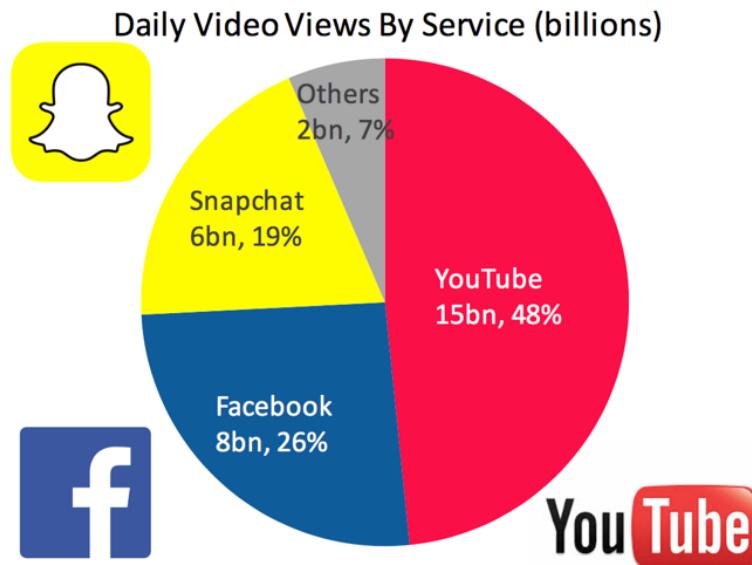
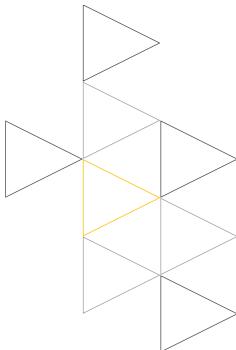


Consumer internet video traffic will be 80 percent of all consumer Internet traffic in 2019.

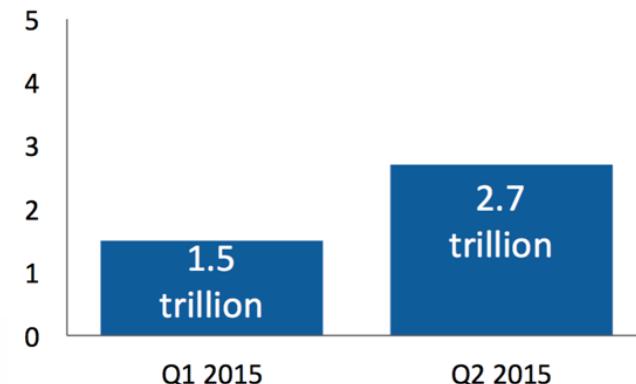
Source: Cisco Systems



Online video in popular channels.



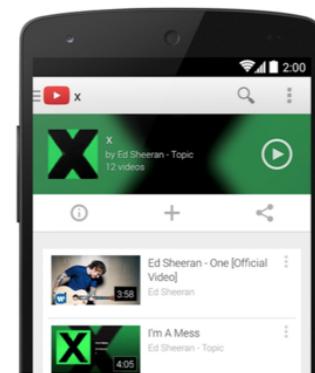
Quarterly Video Views (trillions)

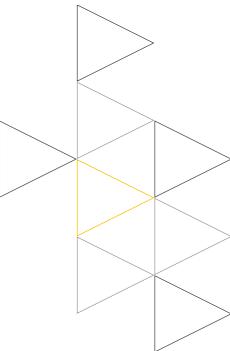


MIDiA Research / Company Reports

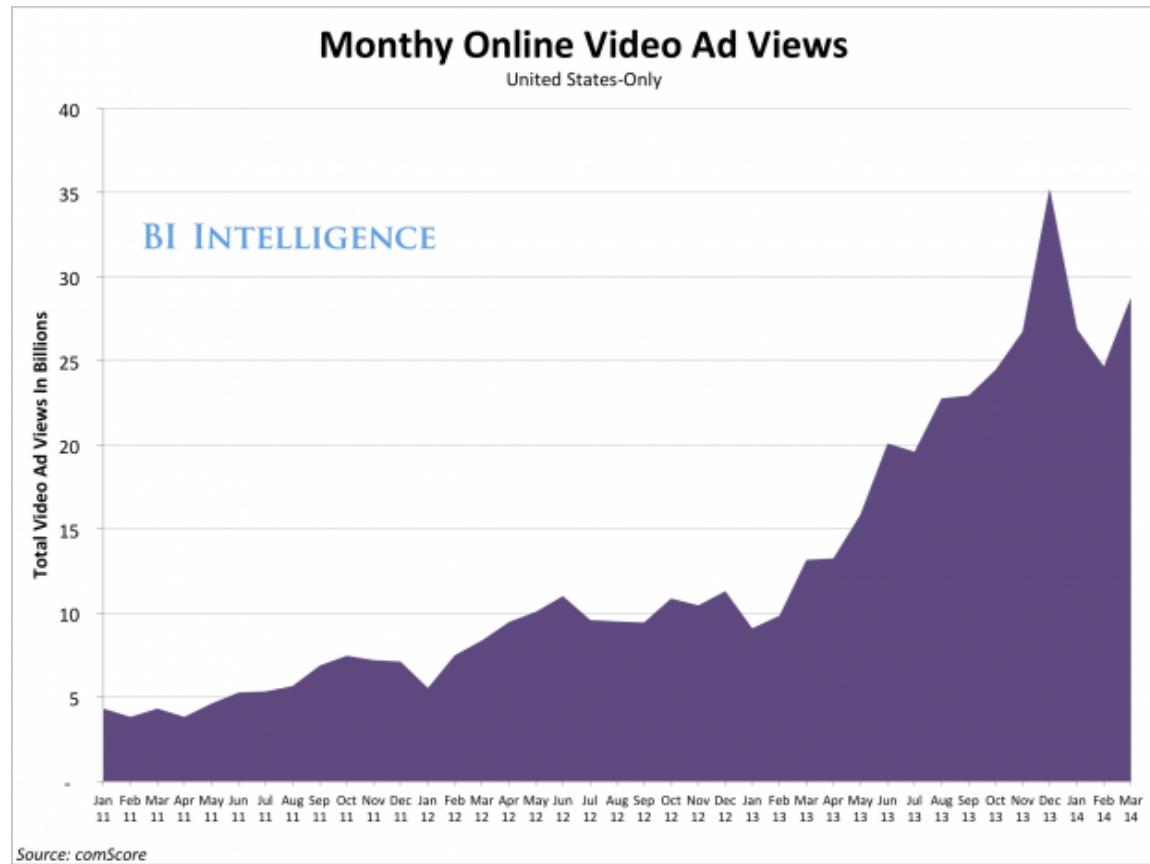
4.2trillion

Online video views
in H1 2015

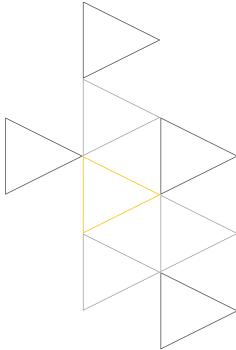




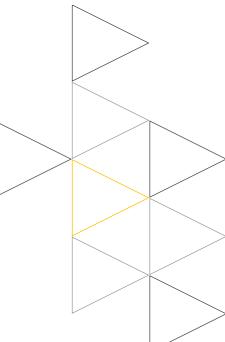
Online video ad viewing skyrocketing!



comScore



New apps and channels.
More opportunities.
Lots of fun.



Resultados de búsqueda para "video" 1-120 de 2486

Ordenar por: Relevancia



VideoPad Video Editor...
Vídeo

[OBTENER](#)
Compras dentro de la app



Smart Converter
Vídeo
 28 valoraci...
[OBTENER](#)



Elmedia Player: reprodu...
Vídeo
 154 valoraci...
[OBTENER](#)
Compras dentro de la app



Movie Edit Pro - Merg...
Vídeo

[OBTENER](#)



Total Video Converter ...
Vídeo
 6 valoraci...
[OBTENER](#)



WonTube Free Video ...
Vídeo
 89 valoraci...
[OBTENER](#)



Media Player - FREE ...
Vídeo
 5 valoraci...
[OBTENER](#)
Compras dentro de la app



Free Video Converter +
Vídeo
 45 valoraci...
[OBTENER](#)



Free Video Converter
Vídeo
[OBTENER](#)
Compras dentro de la app



VirtualDJ Home
Música
 102 valoraci...
[OBTENER](#)



iMovie
Vídeo
 37 valoraci...
Imprescindibles
[ABRIR](#)



Pocket
Noticias
 41 valoraci...
Imprescindibles
[OBTENER](#)



Video Effects (Lite)
Vídeo
[OBTENER](#)
Compras dentro de la app



Motion FX
Entretenimiento

[OBTENER](#)



1Player
Vídeo

[OBTENER](#)



PhotoVideoCollage — ...
Fotografía
[OBTENER](#)
Compras dentro de la app



Twitter
Redes sociales
 18 valoraci...
Imprescindibles
[INSTALAR](#)



Video Converter Free
Vídeo
 10 valoraci...
[OBTENER](#)



Videollamada, mensaj...
Redes sociales
[OBTENER](#)
Compras dentro de la app



FaceTime
Redes sociales
 5 valoraci...
0,99 €



Photo Effects (Lite)
Fotografía
[OBTENER](#)
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Blackmagic Disk Spee...
Video
 11 valoraci...
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Accessing
expertise

Why online video is the future of content marketing

Video is taking content marketing by storm, but you'll have to do more than just make one to realise its full potential

Chris Trimble

Thursday 30 July 2015
11.00 BST



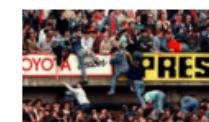
Shares 4655 Comments 4



Most popular



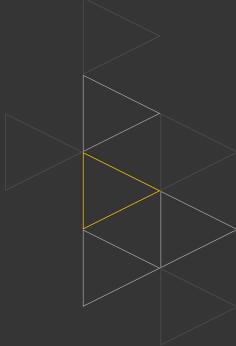
Manchester City 0-0
Real Madrid: Champions
League semi-final - as it
happened



Hillsborough disaster:
deadly mistakes and lies
that lasted decades



How the Sun's 'truth'
about Hillsborough

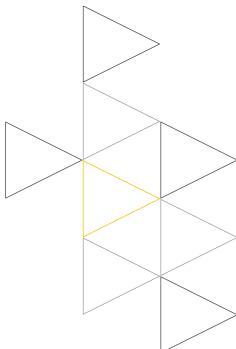


Video is king.

“Video content gets more organic reach than any other type of post, and most online publishers heavily rely on social networking sites such as Facebook to bring traffic”.

Source: Mashable

Google claims YouTube ads are more effective than TV



TC News Startups Mobile Gadgets Enterprise Social Europe

Trending Facebook SpaceX Google

Google

YouTube

Advertising Tech

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 Windows 95 on the Apple Watch features the world's most twee Start button 16 hours ago

YouTube introduces six-second Bumper ads

Posted Apr 26, 2016 by [Anthony Ha \(@anthonyha\)](#)

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YouTube announced a new ad format today that's all about brevity. [AdChoices](#)

In a [blog post](#), Product Manager Zach Lupei said YouTube has been exploring formats that are better-suited for smartphone video watchers. Hence the creation of Bumper ads — video ads that are only six seconds long.

The idea of a really short ad isn't new — the name suggests that the inspiration comes from [those brief bumper videos](#) you see on TV. And it makes sense that as online videos get shorter, ads will follow suit. (It's not great when you sit through a 30-second pre-roll to get to a video that isn't much longer.)

At the same time, YouTube is pitching this as a complement, rather than a replacement, to [its existing ad formats](#). The idea is that an advertiser could run a YouTube campaign centered on a longer video, then use the brief Bumper ads to reinforce the message or reach more viewers. And since they're so short, the Bumpers won't be skippable.

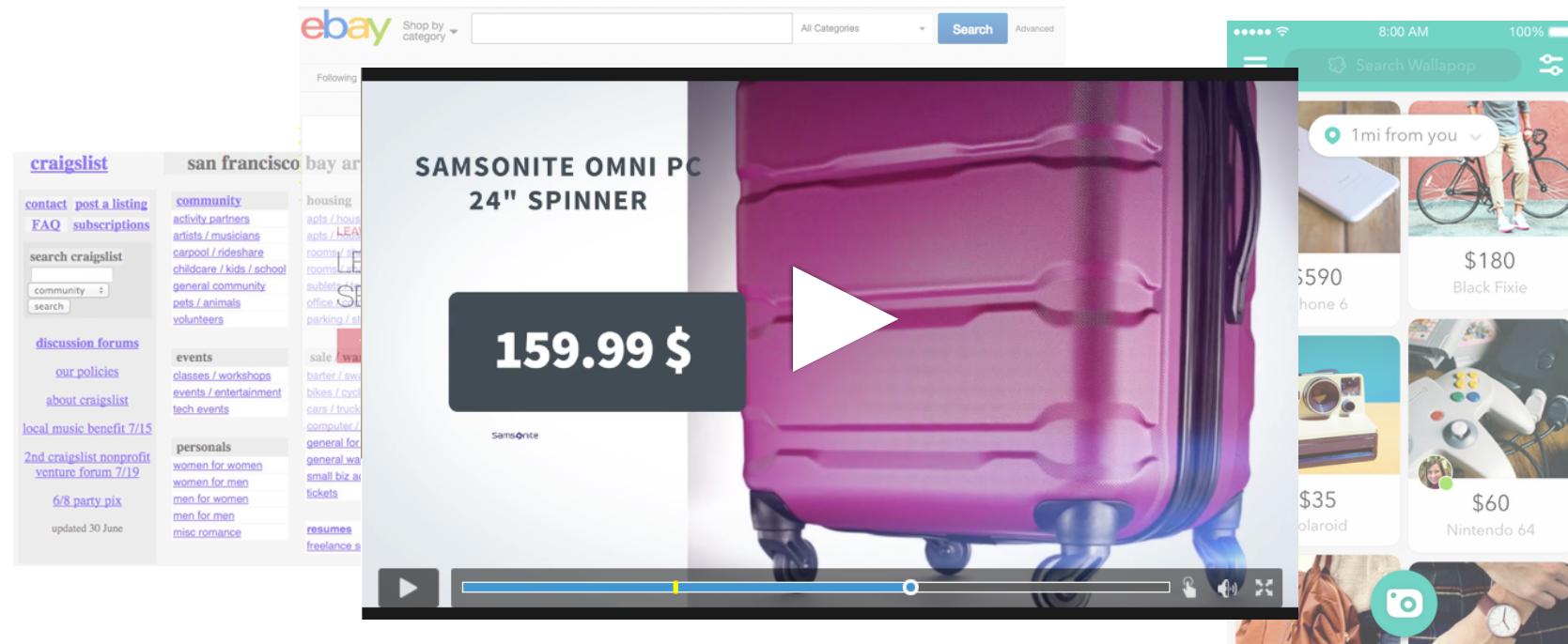
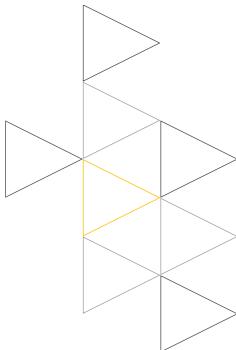
 Rud bumpers ED LAYITALLONME

CrunchBase

YouTube	-
FOUNDED 2005	
OVERVIEW YouTube is a video-sharing website created in February 2005 by three former [PayPal] (/company/paypal) employees: [Chad Hurley] (/person/chad-hurley), [Steve Chen] (/person/steve-chen) and [Jawed Karim] (/person/jawed-karim). YouTube enables users to upload, view and share videos. It uses [Adobe Flash] (/product/adobe-flash) video and HTML5 technology to display a wide variety of user-generated video ...	
LOCATION San Bruno, CA	
CATEGORIES	



Video is truly the future.



DoubleClick
by Google



Use videos for...

Engaging.

Surprising users.

Disrupting new channels.

Increasing organic traffic and sales.





Introducing...

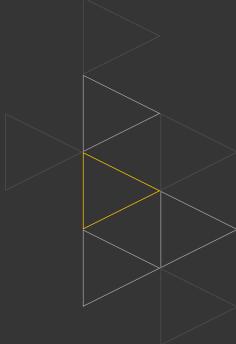


THE MOTION



A technology that turns automatically your content into videos, in minutes.

- Simple and fast setup
- Unique video content
- Fast and scalable
- Add-ons for automatic integrations with channels



Integration via API and ready to serve multiple use cases.

- **Youtube Video Ad** · content, ads and bumper ads
- **Dynamic video for online advertising** · IAB compliant formats
- **Facebook, Instagram, Twitter...** formats ready for mobile
- **Personalised Video** · for viral/marketing actions



Built for scale. Dynamic pricing.

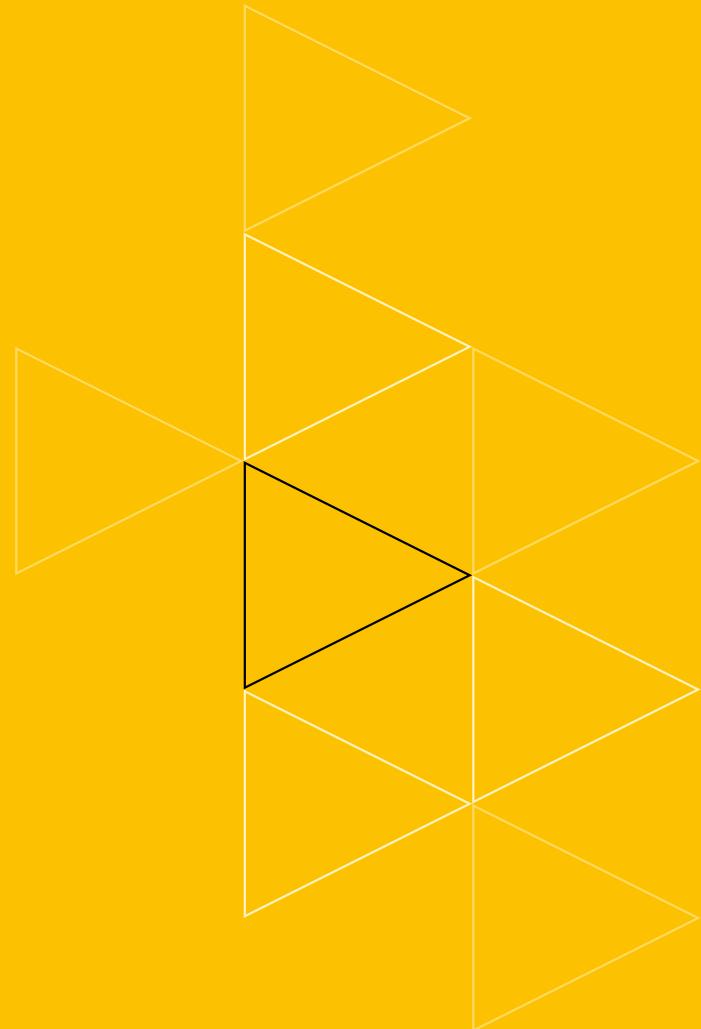
1€ = 1 Video

Setup fees and video pricing varies depending on use cases and volumes.



Check this out!

[Watch demo video.](#)





Thank you!

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@maomorales



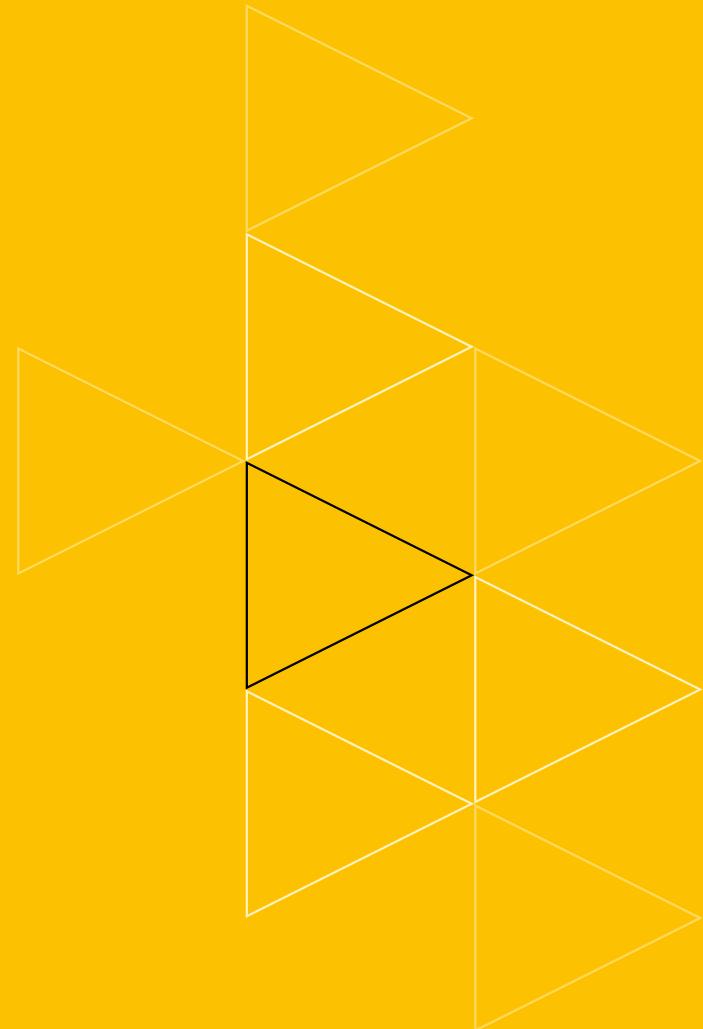
THE MOTION





Quick Walkthrough.

TheMotion.com



1. Enter URL

Let's create an amazing video!

Create video

Adam Fitch

Enter URL

Choose theme

Choose soundtrack

You're done

Enter the URL or drag a file to start making your video...

Let's go!

Start creating a video here.
You can now connect better with your users.

You can customize your soundtrack too!

Rock > Instrumentals

00:45

Pick the best design for you!

E-commerce > Electronics

2. Choose Theme

MD You are creating an amazing video

Create video Adam Fitch

Enter URL Choose theme Choose soundtrack You're done

Choose a theme for your video

Sort by All

Women Fashion
Fashion > Clothes

Cars and motorbikes
Motor > Cars and Bikes

Restaurant and food
Places > Restaurants

Classifieds Real Estate
Classifieds > Real Estate

Classifieds General
Classifieds > General

Tickets and events
E-commerce > Tickets

Men Fashion
Fashion > Clothes

Sports Wear
Fashion > Clothes

Sports Shoes
Fashion > Shoes

3. Choose Audio

MD You are creating an amazing video

Create video Adam Fitch

Enter URL Choose theme Choose soundtrack You're done

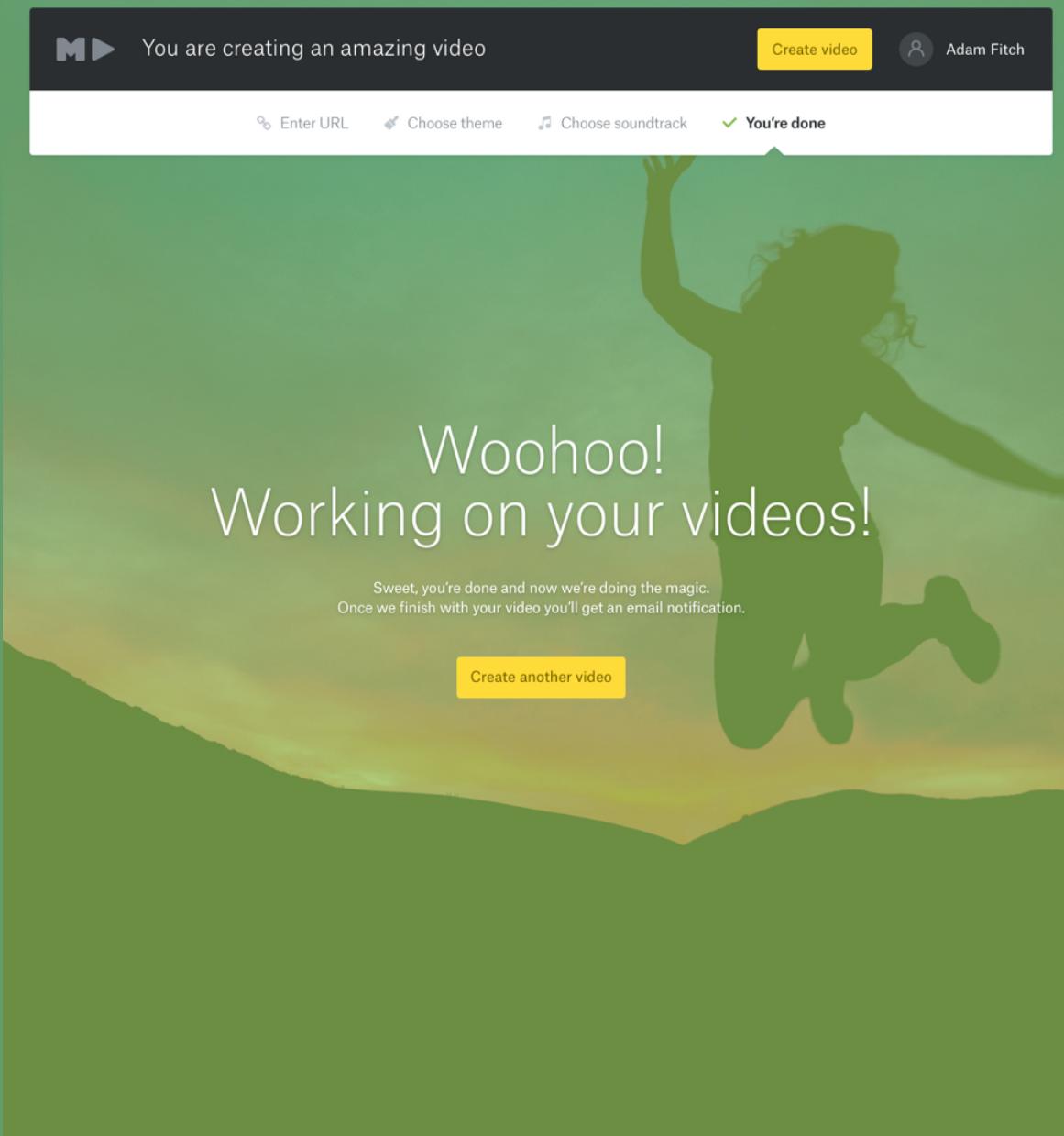
You're almost there!

Sort by All

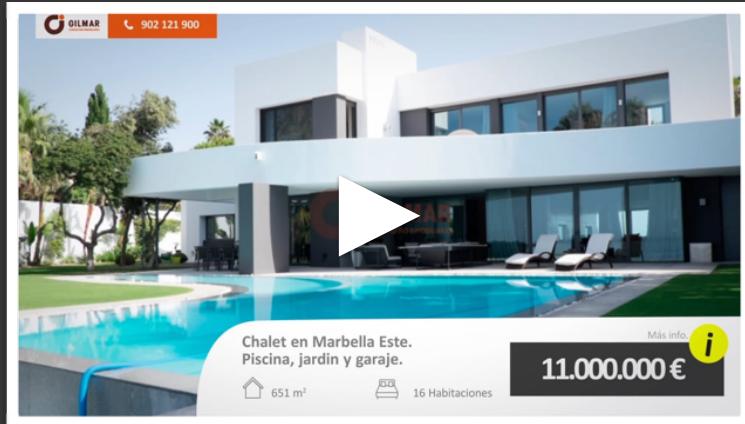
Choose a soundtrack for your video

Electronic Vibes Electronic > Happy	Guitars and fun Rock > Instrumentals
Drums Electronic > Instrumentals	Abstract Pop Pop > Instrumentals
Funky Vibe Funk > Instrumentals	The coolness rythm Funk > Instrumentals
Latin spice Latin > Instrumentals	Relaxing melody Chillout > Electronic
Popsy Art Pop > Modern	The Louis Rytm Blues > Commercial
Marula Tree Melody African > Drums	

Get it in
minutes
in your
inbox!



Check out two output video samples.



1. [Watch a Real Estate Example](#)
2. [Watch a Cars Classified Example](#)



THE MOTION





Contact us and integrate video in
your growth strategy.

hello@themotion.com



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