



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



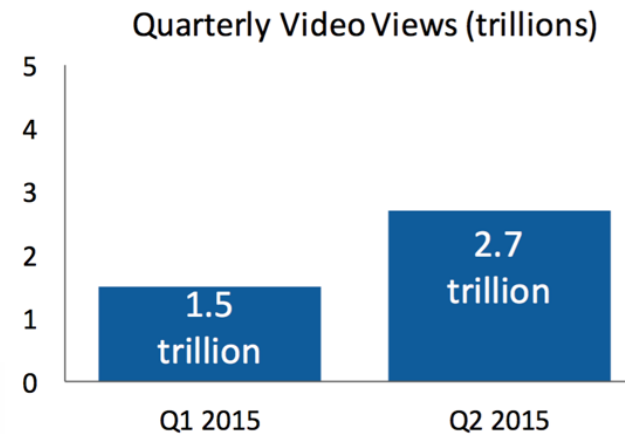
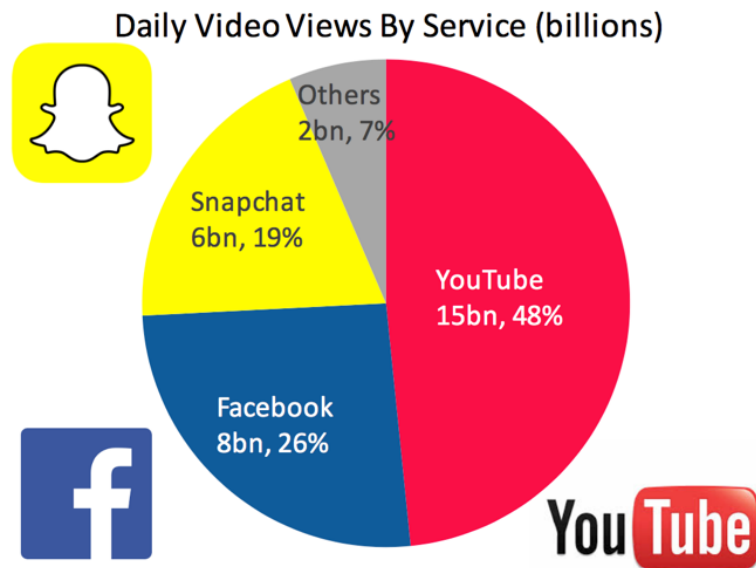


Consumer internet video traffic will be 80 percent of all consumer Internet traffic in 2019.

Source: Cisco Systems

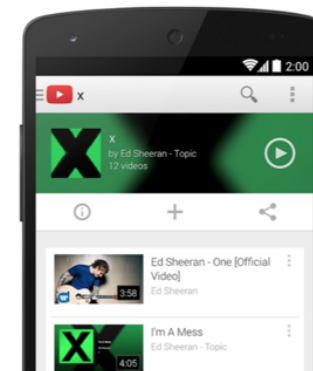


Online video in popular channels.

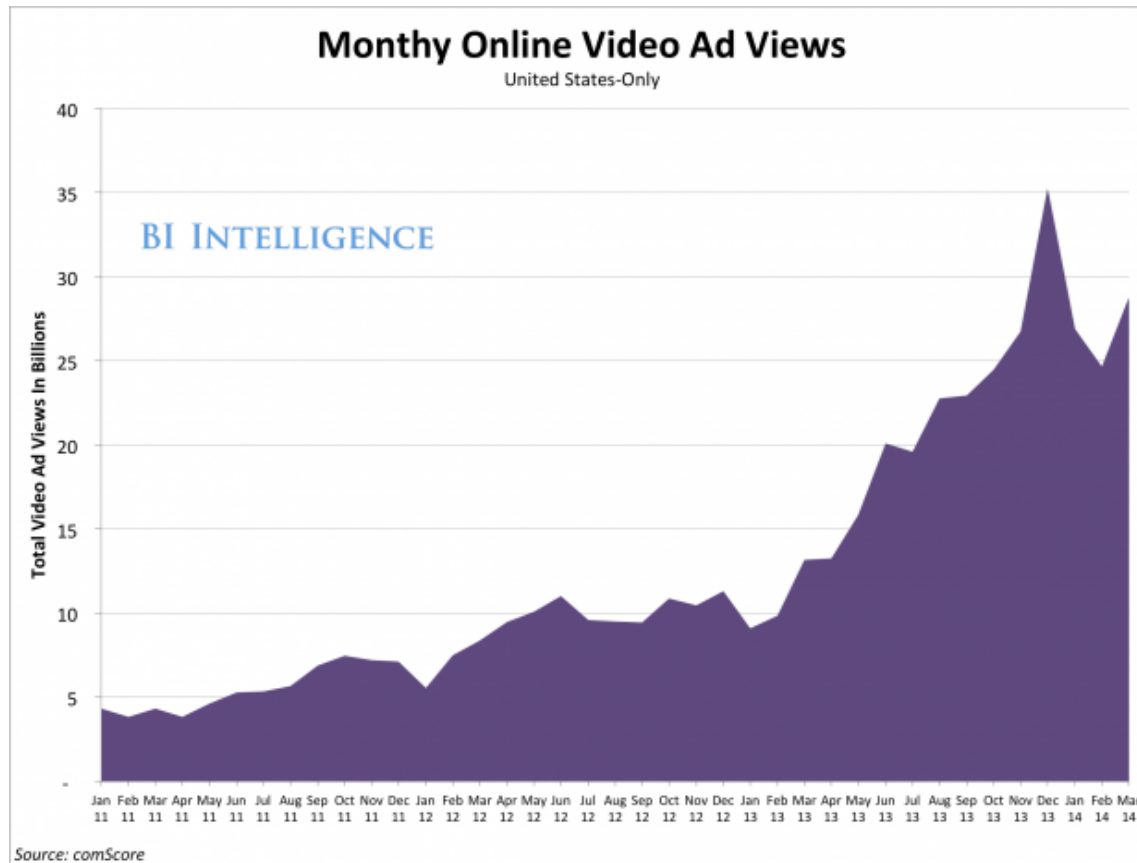
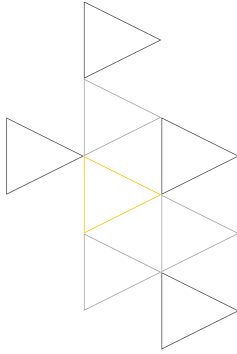


4.2trillion
Online video views
in H1 2015

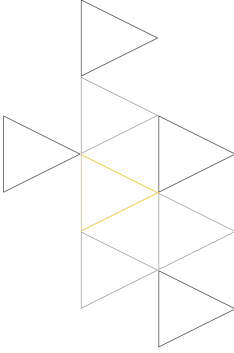
MIDiA Research / Company Reports



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
★ ★ ★ ★ ★ 28 valoraci...
OBTENER ▼
Compras dentro de la app
- 


Smart Converter
Vídeo
★ ★ ★ ★ ★ 28 valoraci...
OBTENER ▼
- 


Elmedia Player: reprod...
Vídeo
★ ★ ★ ★ ★ 154 valorac...
OBTENER ▼
Compras dentro de la app
- 


Movie Edit Pro - Merg...
Vídeo
OBTENER ▼
- 


Total Video Converter ...
Vídeo
★ ★ ★ ★ ★ 6 valoracio...
OBTENER ▼
- 


WonTube Free Video ...
Vídeo
★ ★ ★ ★ ★ 89 valoraci...
OBTENER ▼
- 


Media Player - FREE ...
Vídeo
★ ★ ★ ★ ★ 5 valoracio...
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 valoracio...
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 valoracio...
Imprescindibles
INSTALAR ▼
- 

Video Converter Free
Vídeo
★ ★ ★ ★ ★ 10 valoracio...
OBTENER ▼
- 

Videollamada, mensaj...
Redes sociales
OBTENER ▼
Compras dentro de la app
- 






FaceTime
Redes sociales
★ ★ ★ ★ ★ 5 valoracio...
0,99 € ▼
- 

Photo Effects (Lite)
Fotografía
OBTENER ▼
Compras dentro de la app
- 

Blackmagic Disk Spee...
Vídeo
★ ★ ★ ★ ★ 11 valoracio...
OBTENER ▼
- 

Free-Make Video Con...
Entretenimiento
OBTENER ▼
- 

Free-Video-Converter
Vídeo
★ ★ ★ ★ ★ 7 valoracio...
OBTENER ▼
- 

Any Video Converter L...
Vídeo
OBTENER ▼

home

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



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League semi-final - as it
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Hillsborough disaster:
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that lasted decades



How the Sun's 'truth'
about Hillsborough



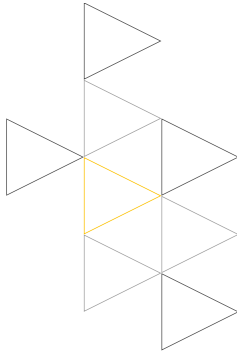
Video is king.


“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



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Trending  [Facebook](#) [SpaceX](#) [Google](#)

Google










YouTube

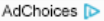
Advertising Tech

Popular Posts

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.

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.

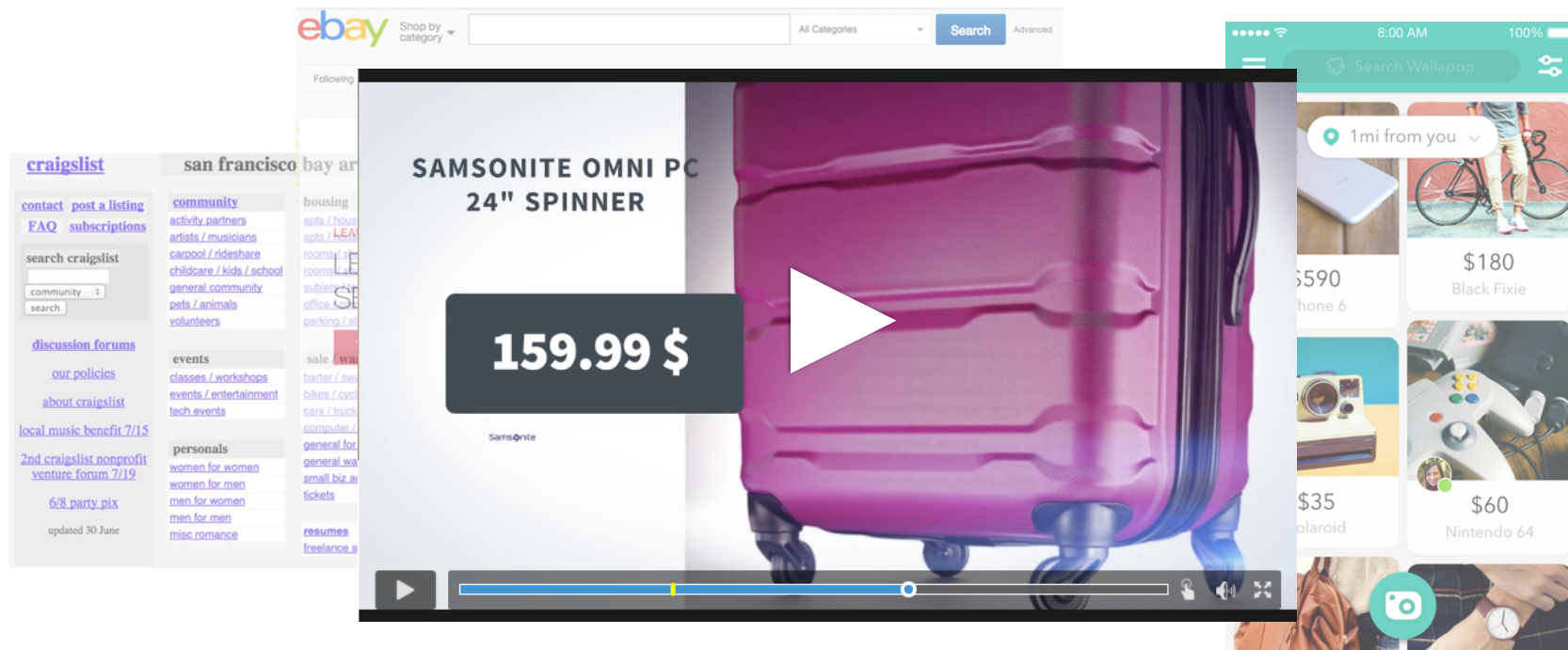
Rud bumpers ED LAYITALLONME 

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.



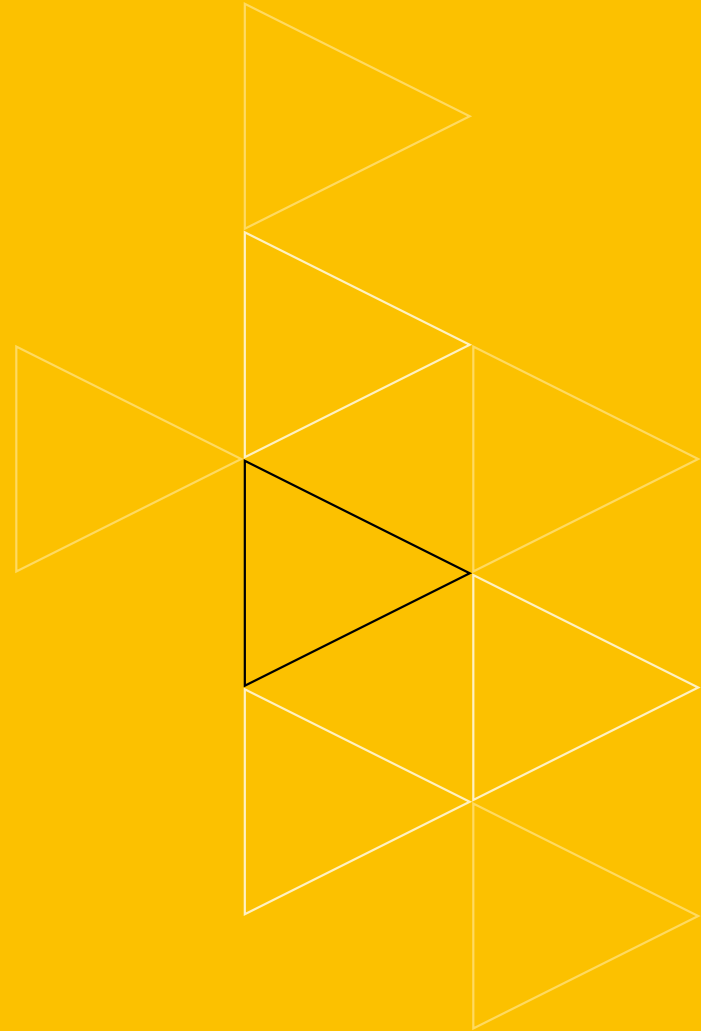
Use videos for...

Engaging.

Surprising users.

Disrupting new channels.

Increasing organic traffic and sales.



Introducing...





T H E M O T I O N





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



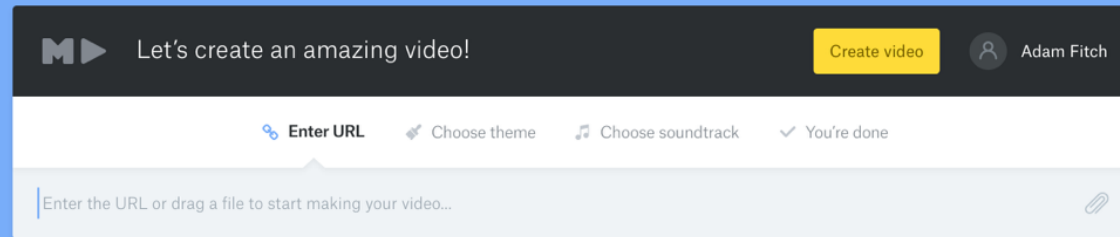


Quick Walkthrough.

TheMotion.com

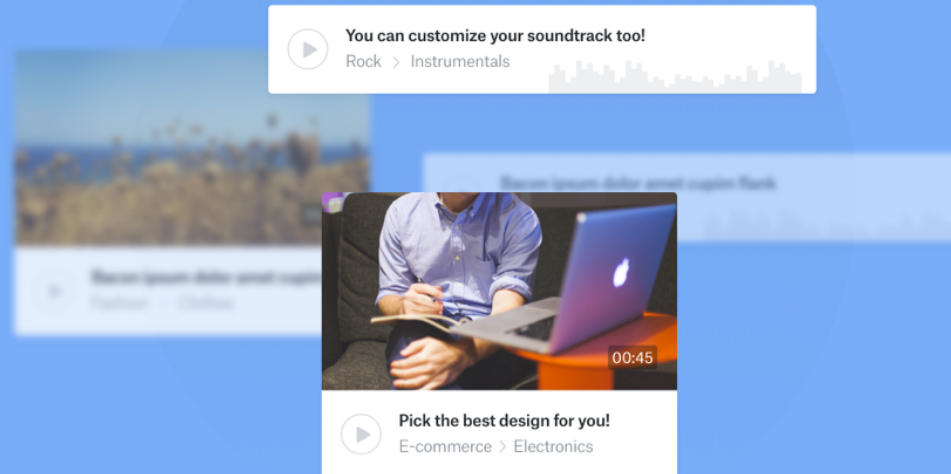


1. Enter URL

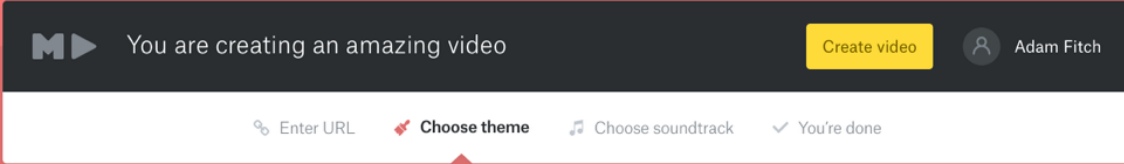


Let's go!

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



2. Choose Theme




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


 You are creating an amazing video Create video Adam Fitch


 Enter URL  Choose theme  **Choose soundtrack**  You're done


You're almost there!


Choose a soundtrack for your video Sort by All


 **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 > Drumbs

Get it in
minutes
in your
inbox!

 You are creating an amazing video

Create video

 Adam Fitch

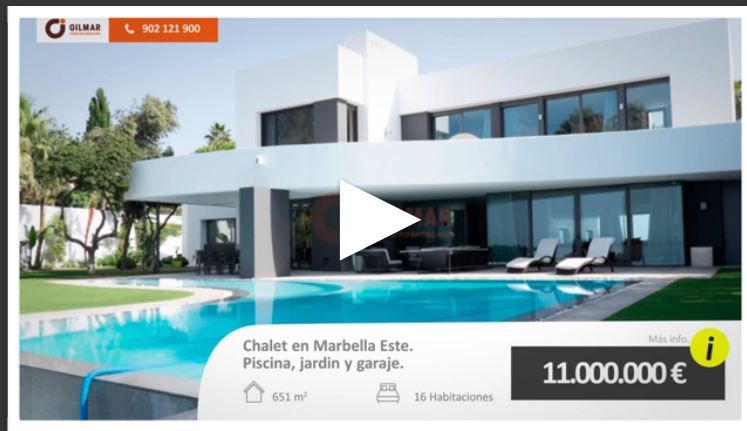
 Enter URL  Choose theme  Choose soundtrack  You're done

Woohoo!
Working on your videos!

Sweet, you're done and now we're doing the magic.
Once we finish with your video you'll get an email notification.

Create another video

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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