



The web's leading video curation platform

What problem does Waywire solve?

- Brands know that video increases site traffic, audience engagement, and ad opportunities
- Most brands can't produce enough original video to take advantage of these opportunities

Waywire enables you to have more video on your site than you can cost-effectively produce yourself



How does it work?

- Upload your own videos, third-party videos, or user-generated videos via simple dashboard
- Automatically add new videos daily or weekly with minimal editorial resources
- Display videos on video channel page, standalone video pages, or embedded within existing pages





Who uses Waywire?



Boston



Lincoln Center



What are the benefits of using Waywire?

- Increased audience
- Increased engagement
- Increased monetization
- Increased social sharing
- Enhanced brand perception
- Significant cost savings

A screenshot of a web page from Time Out New York, showing a news article about baboons at the Prospect Park Zoo. The page includes a navigation bar, a main article with a video player, and several advertisements. Annotations with arrows point to specific elements: 'Social sharing' points to the share buttons at the bottom left; 'On-page display ads' points to the Starbucks and AWS ads at the top; 'Pre-roll, window-shade, or interstitial ad' points to a video player overlay in the middle of the article.

Social sharing →

On-page display ads

Pre-roll, window-shade, or interstitial ad



Features and benefits

What	How	Benefit
Video player	Highest quality hosting/streaming, optimizes file type, connection speed & resolution	State-of-the-art player
Presentation layer	Templated, modular custom pages, plus embeddable players with customized skins	Fast, client-directed, w/o client tech resources
Curation Tool Set	Patented tools help quickly & efficiently discover & curate video from 100+ sources	Cost-effectively creates critical mass of video
Video CMS	Player-agnostic approach integrates original & 3 rd party video in cohesive, client-branded environment	Easy to build & manage a large video library
Video SEO	Each video gets a unique, permanent URL, customizable title & description, meta-tags & site map	Gives SEO value to video, whether client's own or 3 rd party assets



Features and benefits (cont'd)

What	How	Benefit
Content Syndication	Client-branded wrapper travels with embed code for both original & 3 rd party video	Increases streams, ad inventory, branding
UGC Platform	Tools to solicit, submit, curate, & present UGC via customizable pages	More video assets, traffic, engagement, social sharing
Ad Campaign Manager	Pre-roll plus incremental display units on gallery pages	Adds video ad inventory
3rd party rev stream	Pre-sold pre-roll on curated AOL videos	Supplement to client's own sales efforts
Sponsorship platform	Custom sponsor-able playlists, embeddable players, contests & video channels	More ways to monetize