

Misco Launches Video Podcast

Written by Bob Snyder
05 December 2008

One of Europe's largest online retailers of electrical and technology products will join the YouTube era and launch a new monthly video podcast. Misco will use the regular video podcast to reach customers with technology updates and product news, thereby leveraging site traffic, providing a more compelling user experience, encouraging "more informed" buying choices, and directly adding value to its products through a modern, in-your-face communications channel.

The screenshot displays the Misco.co.uk website with a video podcast interface. At the top, the Misco logo is on the left, and the freephone order line 0800 038 8880 is in the center. To the right, there is a 'Send to a friend' section with a text input field and a 'GO' button. Below the header, there are social media links for YouTube and RSS. The main content area is divided into three columns. The left column, titled 'MOST POPULAR VIDEOS', lists various products like the 'Top Note Camcorder Pro HD camcorder' and 'Nokia 500 Internet Tablet'. The middle column, titled 'Find a product video fast!', features a search bar and a large image of a mobile phone. The right column, titled 'PRODUCT OF THE WEEK', showcases the Windows logo. At the bottom, there is a 'Click to Download!' button with a play icon. The footer includes the Misco.co.uk logo and the text 'Great New VIDEOCAST'.

More and more retailers will need help jumping on the video meal ticket that's been served up by YouTube and the "web video generation";

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This podcast was not produced by Misco in-house-- instead they turned to video integrator Flixmedia. The video podcast will broadcast via misco.co.uk, available free for download and subscription.

Flixmedia provides online content solutions for makers of consumer goods (including HP, Philips, Symantec, Dyson, Panasonic and Toshiba). It offers production of online product videos (QuikClips) and the distribution of the content to its Flixmedia Global Distribution Network.

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