

# Engage Your Audience While They Watch

v1.0 available now

Online video has been limited to a 1:1 relationship between the viewer and the content -- until now. JS-Kit Social Video brings real time commenting to video. **This allows viewers to communicate directly with each other and, if desired, with content owners.** By listening to the “mummer” of the crowd marketers gain powerful first hand insight into the reactions, thoughts, and feelings of their audiences.

### JS-KIT BENEFITS

- **Moderation:** Pre, Post, & Community moderation controls for easy community management
- **Filters:** Intelligent SPAM and obscenity filters protect your viewers
- **Integrated:** Fully integrated into your existing Brightcove player
- **Affordable:** Priced as a low cost add-on to your Brightcove video player
- **Innovative:** Leading edge social networking engagement and distribution

### MASSIVE DISTRIBUTION

v1.1 available July, 2009

JS-Kit SocialVideo (SV) delivers massive distribution via FaceBook, Twitter, Google, & Yahoo!, with more on the way. **Each comment and the corresponding link back to the original video are automatically pushed to the viewers social networks of choice** -- creating N squared exposure for your media.

### KEY USE CASES

- Increase viewing time by up to 50%
- Increase play through by up to 40%
- Listen to the voice of your audience in real time
- Connect directly with your audience
- Reach massive numbers of new users through viral distribution
- Guide marketing decisions based upon the true voice of your audience

### EASY TO DEPLOY

- Brightcove video player templates and CSS styling support
- DEMO & Documentation [available here](#)

