

Australian Video Company Vquence signs Exclusive Sales and Marketing Agreement

Vquence to provide SignUp Media with quantitative data on social video use, audience reach and user engagement

Vquence, an Australian start-up in online video technology, and SignUp Media Limited, a media measurement and analytics company, today announced an exclusive strategic sales and marketing agreement covering North America and the United Kingdom.

Vquence was founded by veteran entrepreneur Chris Gilbey, former CEO of Lake Technology, Dr Silvia Pfeiffer, former Multimedia Science Leader at the CSIRO ICT Centre, and John Ferlito, serial entrepreneur with several network service providers.

SignUp Media will offer Vquence's VQmetrics service as an integral part of their suite of measurement tools to effectively measure and track viral video campaigns using Vquence's database of 50 million videos. SignUp Media will have access to metrics on videos on YouTube, MySpace.TV, Dailymotion, Vimeo and other social media sites providing online quantitative metrics for brand and reputation monitoring.

"Internet video has become a critical component of the overall media landscape, VQmetrics will help our clients better monetize their content and show them how viral video may be contributing to successful campaigns with consumers" said Paul Mewett, COO and founder of SignUp Media.

Dr. Silvia Pfeiffer, Chief Executive Officer, Co-Founder and Director of Vquence, is very excited about the new sales opportunities. "SignUp Media have very experienced and extremely well connected sales and marketing executives which will open up markets to us that we would otherwise not reach. Our respective visions of the future of the measurement market match and we can foresee huge opportunities beyond video together."

Terry Foster, CEO of SignUp Media said, "We are excited to announce this strategic partnership with Vquence. Dr. Silvia Pfeiffer's vision and thought leadership in social video metrics are second to none". Foster sees tremendous growth and demand in this space over the next 3-5 years and believes this partnership is a key element in the next phase of SignUp Media's growth.

About SignUp Media Limited

SignUp Media provides tools and content that allows companies to use information to make better and more informed decisions. SignUp Media's monitoring tools and products combine research intelligence, quality content, text-mining methods and visualization capability into powerful solutions that give you the ability to track and document the effectiveness of your communications activities. www.signupmedia.com

About Vquence PTY

Vquence's mission is to measure every aspect of the consumption of socially published video online. We provide enterprises, marketers and consumers with detailed statistical data to satisfy information needs relating to social and online video. Vquence captures quantitative measurements of video use, and further provides audience reach and behavior information. www.vquence.com

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