

Flixmedia's Misco Video Podcast

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One of Europe's largest online retailers of electrical and technology products, Misco will provide its customers with technology updates and product news, thanks to the launch of a new monthly video podcast.

Misco will use the regular video podcast to leverage site traffic, provide a more compelling user experience, encourage "more informed" buying choices, and directly add value to its products through this modern communications channel.

As we've mentioned before in RAVE EUROPE, more and more businesses will need help jumping on the video meal ticket that's been served up by YouTube and a web video generation. Integrators and clients both win as pro AV channels can help educate, create content, provide hardware and software when required, and consult on best video business practice.

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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