

stream5 Starts Social Media Newsroom

Munich company launches Social Media Newsroom for faster and more efficient distribution of content and up-to-date news

Munich, 23.03.2010 - stream5, a leading provider of online video technology, is opening up a new communication channel with its new Social Media Newsroom. The focal point is more efficient distribution of content and up-to-date news, aggregation of stream5 social media activities, and the creation of opportunities for dialogue. With the start of the "stream5 Newsroom", all information and contents of the company will be bundled on a clearly presented, modern Web 2.0 page, providing all users (journalists, clients, partners, interested parties) with central access.

You can visit the stream5 Newsroom on the web at: <http://www.stream5.tv/newsroom/>

In the stream5 Newsroom, content is not only "classically" processed, but it makes use of all the opportunities provided by today's social webs. In addition, the "stream5 Newsroom" aggregates all information that was distributed on various social media services such as Twitter, Flickr or YouTube. In addition to photos, videos, press releases, opinion polls and specialist contributions, the newly developed newsroom contains news, dates, current updates and lots more. This makes the stream5 Newsroom a central information point for all people and business contacts who would like to be informed about the activities of steam5 or make direct contact with the company. The stream5 Newsroom is based on the newsroom solution iMedia Lounge, which is developed and implemented by myON-ID Media GmbH.

Christoph Hölzlwimmer, stream5 CEO, on the subject: "Our technology is leading on the market and our Newsroom is the best tool to begin a dialogue with clients, journalists, interested parties and new target groups. It is innovative, intelligent and professionally-structured and provides maximal usability for all users."

"With our stream5 Newsroom we have created a central interface for our social media content. Via an easy-to-use interface it becomes possible to create new content and to publish it in an uncomplicated manner. Thereby, we achieve a faster dispersion of up-to-date news and generate clear added value for our clients, business partners, journalists and interested parties," Christoph Hölzlwimmer continues.

In addition to a newsletter, the Newsroom page contains an RSS feed as well as a Twitter module as a free-of-charge subscription to news.

About stream5

stream5 is one of the leading providers of online video technology. The stream5 video platform facilitates the global playback of online videos on the three relevant media devices: the PC, mobile handsets and Internet-enabled TVs. The portfolio ranges from easy-to-implement video players to complete systems for Internet TV. The stream5 video platform enables companies to map the entire added value chain of video asset management: from acquiring online video content, managing it, shaping it and supplying it, to distributing it to various destinations, refinancing it and measuring it. All this gives companies the opportunity to create their own Internet TV, integrated video functions into their websites and use these features to best economic effect. stream5's customer portfolio currently includes O'Neill, Sport1, Das Vierte, Channel 21, earthTV, SnackTV, GameTV and Autoscout 24. www.stream5.tv

About myON-ID Media - The Reputation Factory

Under the claim "The Reputation Factory", myON-ID Media GmbH unites the multifaceted areas of reputation management and personal branding with four business fields in the B2C and B2B sector: myON-ID©, the tool for professional networking and job-related self-promotion, as well as Ruflotse©, the all-round protection of your good name on the Internet. The iMedia Lounge© newsroom solution provides up-to-date aggregation and new media communication for all businesses that want to use the Web 2.0 in an uncomplicated manner - while human branding positions the person as a brand through consultation and coaching and thereby creates the basis for a definite profiling. Among the myON-ID Media investors are the T-Online Venture Fund as well as nexum AG. With an expert team for software development, marketing, social media and personal branding, myON-ID Media offers ready-for-use solutions for reputation management, all from one source with individual solutions available upon request.

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