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[The best marketing and delivery system for  
your online video products](#)

Would you like to find out what those-in-the-know have to say about Video Product Creation? The information in the article below comes straight from well-informed experts with special knowledge about Video Product Creation.

In the past year it has become easier than ever to launch an online video business-or even start your own niche TV channel. Brightcove.com is the best package available for marketing and selling your online video products. This site provides Internet publishing services, which means that you can create your own Internet channel on Brightcove.

Brightcove includes everything you need to sell video content to your customers: digital rights management support, payment processing, download and delivery, and customer service support. You set rental and sale prices for your video downloads. (You can rent video downloads for one, three, seven, or thirty days.) Brightcove lets you launch an Internet video channel on your own web site and grow your channel into a thriving online video or TV business. Brightcove also lets you grow your business through syndication to affiliate web sites. This is Internet video at its best.

What makes this site so special is the Brightcove business model. Members can select one of various revenue streams and control where their content appears on the Internet. One revenue option is to allow Brightcove to add their advertising to your video-when this happens, they split advertising revenue with you. (No ads are run on paid video downloads.) Brightcove gives producers control over how ads appear in their videos. A company can even choose to host its content on the Brightcove platform and set its own rates for advertising.

How can you put a limit on learning more? The next section may contain that one little bit of wisdom that changes everything.

The Brightcove Platform for professional content providers and marketers allows you to set up video channels on your own web site and syndicate your video content to affiliate sites. As your audience increases, your revenue from sales and advertising will also increase.

A free Brightcove Network account gives you unlimited access to video broadcasting, storage, delivery, and distribution services. As soon as you register, you can start publishing your videos and set up your Internet channel. The best thing about Brightcove is how it empowers users. You used to be a creator of video products for the Worldwide Web-Brightcove gives you the power to be a broadcaster of online video products.

Concentrate on what you do best

One of the most powerful aspects of the Brightcove Platform is how you can use it to create a community of users around your site. Brightcove lets you create what is essentially your own YouTube niche site. You can encourage viewers to put their own videos on your site, just like users do on YouTube. You control all aspects of this process, of course-review, approval, and publishing of videos uploaded by your viewers.

The greatest benefit of Brightcove is that it lets you concentrate on what you do best-creation and marketing of video products. This is astonishing; it is now possible to launch an Internet TV channel without the huge capital investment traditionally required for putting a show on the air. Brightcove is a platform that can scale to handle whatever you give it, and it is already hosting content from some of the largest media companies in the world.

Now might be a good time to write down the main points covered above. The act of putting it down on paper will help you remember what's important about Video Product Creation.

About the Author

By Anders Eriksson, feel free to visit his Perpetual20 training site for great bonuses: [Perpetual20](#)

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