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Press Release

Source: ViewMyNews.TV

Global Multimedia Alliance to Help Businesses Market More Efficiently

Monday October 27, 1:24 pm ET

GENEVA, Oct. 27 /PRNewswire/ -- One of Europe's most influential multimedia firms announced today a 2-year alliance with a North American multimedia innovator to launch a low-cost global multimedia service for small business marketers.

"It's hard enough to be a marketer for a small -- or even a mid-sized -- company in the best of economic times. But surviving in these difficult economic times is nothing shy of a nightmare," said VMN Founder Charles Pahud de Mortanges. "Web multimedia has been changing much of that, acting as a true level playing field. But that's only true if small and medium-sized businesses have the ability to take advantage of those features. We're giving them the ability to leverage a truly credible and persuasive online media communication tool."

VMN lets a company executive, a significant customer or whoever is most persuasive at explaining the desired message discuss it with a veteran broadcast journalist over the phone. "Telephone interviews are becoming more and more popular. It's cost effective, adds real emotion to your message and has no geographical barrier," said Pahud de Mortanges. Phone interviews are then wrapped into a powerful multimedia Newscast, done in Macromedia Flash, coupled with video clips, pictures and high-end voice-overs that customers can listen to on the company's Web site.

The 2-year agreement between ViewMyNews.TV (www.viewmynews.tv) and The Content Firm Inc. (www.thecontentfirm.com) reflects a growing frustration among marketers still struggling to build revenues through a very severe global recession.

"Our process makes it as effortless as possible for the client. Much more importantly, our phone interviews make the executives sound much more effective," said Evan Schuman, CEO of The Content Firm Inc. "That's done through both improving speech pauses -- such as 'uhs,' 'y'knows' and 'ums' -- as well as helping the executive's points get through."

About the Content Firm, Inc.

The Content Firm Inc. (www.thecontentfirm.com) is an editorial and custom content operation, with reporters throughout the United States, specializing in a wide range of B2B topics including technology, medical/healthcare, legal, retail and financial.

About ViewMyNews.TV

ViewMyNews.TV (www.viewmynews.tv) operates a Web-based multimedia Newscast,

VMN NEWS, whose objective is to broadcast corporate news in the main leading languages online, in a video or audio only format (English, Chinese, Japanese, Spanish, German, Korean, Italian, French, Portuguese, Russian and Dutch).

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