



Broadcast, Promotion and Marketing Web Site MaxMouth Officially Launches BETA

Broadcast, promotion and marketing Web site MaxMouth -- the highly anticipated, socially fueled virtual broadband entertainment network created by entertainment industry "insiders" -- has officially launched BETA.

Los Angeles, Calif. ([PRWebDirect](#)) October 9, 2007 -- [Broadcast](#), promotion and [marketing Web site](#) MaxMouth (www.maxmouth.com) -- the highly anticipated, socially fueled virtual broadband entertainment network created by entertainment industry "insiders" -- has officially launched BETA.

MaxMouth has adopted a hyper-growth strategy and is already on track to create one of the largest tidal waves since the birth of YouTube some three years ago, say its creators. The broadcast, [promotion](#) and marketing Web site is the brainchild of the Los Angeles- and Atlanta-based entertainment company MaxMouth, Inc., whose founders and board of directors include some of the biggest names in music, film and television.

MaxMouth is an artist-centric, online platform that broadcasts, markets and promotes video content from both independent and professional artists, directors, and producers in all genres of music, film and television. Viewers and members can watch, for free, three unique channels -- music, film and TV -- and choose from an ever-growing content library that is constantly being populated.

According to the Web site's founders, high quality is the name of the game. Viewers have been pleased to find that MaxMouth delivers video content several steps above and beyond other online broadcasters. MaxMouth Producer Members have the ability to automatically upload files of 200-plus MB directly to MaxMouth and their content is reviewed and posted rapidly.

User-generated content is separated into its own channel called "Homegrown," and this not only adds a quality control element not seen in this arena, but offers the general viewing public an opportunity to participate by uploading content they created or that resonates with them.

This "separation" element maintains a level of professionalism that is highly sought by the independent and professional artists/producers who have spent enormous time and dollars developing and establishing their brands. In the near future, the broadcast, promotion and marketing Web site will introduce a variety of methodologies that will allow producers to monetize their content. MaxMouth is dedicated to helping new artists/producers develop their brands, while also working with established entertainment brands by positioning them in the online space in a manner that maintains and builds their brand stature.

Indie and pro content is not placed next to user-generated content, which in most cases seems to minimize the brand value. Members can also build profiles, vote, place comments and communicate with other members and content producers as well as track their favorite videos and develop new fans/friends.

MaxMouth, the virtual broadcast, [promotion](#) and marketing Web site is already slated to produce and co-brand several major online broadcasting events in October and November that will include some of largest



artists/producers in the entertainment industry. This co-branding strategy rapidly positions MaxMouth to achieve its immediate goal of reaching more than one million unique viewers. Additionally, MaxMouth is in the process of working with one the hottest TV producers in today's market to create an original series exclusively for the Web site in 2008, say the site's founders.

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Online Web 2.0 Version

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