



Video is being created and uploaded to the web at a dramatic pace. This explosion in content creation results in a collection of video that is both massive and messy.

The era of video creation invites new solutions for video discovery.

Magnify.net powers site-centric, peer-driven, video discovery. We call it Vertical Video.

### **Who We Are:**

Magnify.net powers user-generated video channels for web publishers, media companies, and video bloggers. The Magnify platform searches, sorts and delivers video based on a site's unique interest and engages their users to discover, share, rate and rank them for relevancy and entertainment value. Our peer-driven video review solution provides a brand-safe advertising environment.

### **Market Opportunity:**

With a proven and growing platform, Magnify.net has an early advantage in driving the integration of video into high-traffic vertical content sites. The growth of these niched sites (which matches similar segmentation trends in television and magazines) attract advertisers looking to target specific audiences. Our ad revenue sharing model encourages channel and network creation. This puts Magnify.net in the position to take advantage of the increasing U.S. online video spend; estimated to be \$2.9 billion by 2010.

### **Funding:**

Angel and Private Funding: Lead David Rose, Rose Tech Ventures, New York Angels; NextStage Capital; and private investors.

### **Founders:**

Steven Rosenbaum, CEO & Founder  
Simon Cavalletto, CTO & Founder

[www.magnify.net](http://www.magnify.net)

**Video. Discovered Daily.**