



*Rodale's Bicycling Magazine (bicycling.com) has long been recognized as a leading publisher, both for their editorial prowess and as early adopters of Web technology.*

*Bicycling has gained a broad and respected following in the Web video space. Using his subject matter expertise and the Magnify.net platform, Online Editor David L'Heureux is able to aggregate entertaining and informative content from multiple sources.*

**David L'Heureux, Online Editor for Bicycling.com, talks about Web video and making the transition to the Magnify Platform:**

L'Heureux explains: "After years of proving their 'pro-content' in a player and using aggregated and filtered video in the Magnify.net platform player, Rodale made the leap and decided to consolidate their video effort into a single platform."

We decided that it looked confusing to our visitors to use two different platforms and players", explains L'Heureux.

We had different player types, different places where video lived. For our in-house video we used Brightcove because back then we thought their front-end was more polished – our user-generated player, Magnify.net, was working for Web video. Then we realized the back-end on Magnify was so much easier and we consolidated with Magnify."



**Bicycling, like many publishers, has explored video in a number of ways in the past few years:**

Said L'Heureux: "In 2007, Bicycling.com's video offering was a haphazard mix. We created two to four videos a month in-house - video bike reviews or anything we could get our partners or vendors to give us for free. Because of limited resources our hands were tied".

But readers demanded more video – and traffic continued to grow- from 5,000 video plays per month in 2007 to almost 100,000 video plays per month by 2008. Today, Bicycling.com has more than 2,800 approved advertiser safe videos in their collection."

L'Heureux continued: "Also critical was the need for a single, effective video SEO solution – and here Magnify.net fit the bill. When I upload to Magnify.net, the fact

that the service and the player are built on HTML means it's going to pop right away on Google. We pay a lot of attention to SEO, which has paid a lot of dividends. Just looking at the Magnify video, our SEO results are very solid."

**To embrace video's growing demands and manage limited resources, L'Heureux used the Magnify Multi-Source solution to get video from the Web and from visitors as well. To "prime the pump" Bicycling used a Magnify-hosted, User-Generated Video contest with a prize of a \$5,000 bicycle.**

"The idea of the contest was to use our video space [as opposed to running a photo contest, which Bicycling had done in previous years]. It seemed like the next logical step and we knew that Magnify had a built-in contest service, so we said, 'lets give it a shot'."

We invited folks to make a one-minute video for why they should win a \$5,000 bike. We were very impressed. The winner did an Adam Sandberg-style bike parody. We thought it was timely, witty, and funny. In the end, we were very happy with the results."

**Bicycling.com's video offering continues to grow.**

"I am the point person on video. The ways I add video are to set up search, get a YouTube video, side-load a video or upload our own video. I spend more than an hour a day on video. On the back end, if there's a video that's out on YouTube, we can blog about it, and Magnify it in less than 5 minutes, soup-to-nuts. I can spend as little time as I need, with a limited resource investment."

**Key to the Bicycling.com was a best-priced solution that produced high quality results. A core part of this is the encoder.**

"It looks phenomenal. As far as the encoder, it works great. It take less than 2 - 4 minutes to upload a video, tag it, give it the geo(graphical) tag, and hit save. From a resource perspective, the simplicity of use, and the multiple ways can group videos is a big deal for us."

**So where does all this lead for the cycling champs?**

"We want to grow what we do ourselves as a brand. We want to get more video that is more evergreen around skills, maintenance, training and fitness. We'll roll out stuff that has more legs. Exploring more ways to use the abilities of the Magnify.net platform to aggregate video that's out on the Web, and have a video of the day, where it's uploaded by users, discovered from the Web, or a video we've made."

**To Learn More About the Magnify Solution Contact [BusinessSolutions@magnify.net](mailto:BusinessSolutions@magnify.net)**