

AutoTrader.com Enhances Online Experience by Delivering Compelling Video Content

Multicast seamlessly integrates with AutoTrader.com's proprietary back-end infrastructure to provide dealerships with a simple self-service solution.

Challenge

AutoTrader.com approached Multicast to find new and effective methods of using Internet media to provide additional communication opportunities and tools to their dealership customers. AutoTrader.com needed to give its dealership customers the ability to easily deliver compelling video on the AutoTrader.com web site.

Solution

Multicast partnered with Akamai and leveraged Vidego™ and inCODE™ to deliver an automated transcoding and video playout solution integrated seamlessly with AutoTrader.com's proprietary back-end infrastructure. This provided the dealerships with a self-service solution that is simple, effective and easy to deploy.

Result

AutoTrader.com now meets the demands of its dealership customers by delivering compelling video on AutoTrader.com's web site. With online video, Autotrader.com enhances the online experience and creates additional revenue streams.

The logo for AutoTrader.com, featuring the word "AutoTrader" in a blue serif font and ".com" in a white sans-serif font inside a green oval.

Company Profile

Since 1997 AutoTrader.com is the Internet's leading auto classifieds marketplace and consumer information website. AutoTrader.com aggregates in a single location more than 3 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 13 million qualified buyers each month. Through innovative merchandising products such as multiple photos and comprehensive search functionality, AutoTrader.com unites buyer and seller online - dramatically improving the way people research, locate and advertise vehicles.

www.autotrader.com

The Multicast logo, consisting of a yellow and orange arrow pointing right, followed by the word "multicast" in a blue sans-serif font with a registered trademark symbol.

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