

Multicast and The Knot Launch Weddings-Only Internet Broadcast Channel

The Knot Inc. goes one step beyond the major portals in bringing broadcast to the web with 24/7 online TV channel.

Challenge

The Knot approached Multicast in an effort to find new ways of using Internet media to reach their extensive audience and find additional ways to monetize and leverage the most heavily trafficked online media property dedicated to wedding content. With over 2.1 million viewers monthly at the onset, the opportunity to generate ancillary revenue was substantial.

Solution

Multicast leveraged its Digital Media Management System™ and Vidego™ to deliver The Knot TV: an online 24x7 linear broadcast channel and online video on demand channel monetized via pre-roll and companion ads. Multicast delivers “The Knot TV” in an interactive format in which the consumer can tune in to broadcast-quality streaming television, interact with synchronized “call to action” events, browse links on the Web, and participate in The Knot’s community features, without ever leaving the integrated presentation platform.

Result

The Knot TV has become an industry-leading media site that delivers on its audience’s demand for high-quality content and its advertisers’ desire for a more engaging and financially rewarding marketing platform. The Knot now enjoys over 3.1 million unique visitors each month.



Company Profile

The Knot Inc., Weddings for the Real World, is one of the world’s leading wedding media and services companies, providing today’s to-be-weds with comprehensive wedding planning information, interactive online tools, and resources. With a fresh voice and real-world sensibility, The Knot has extended its brand to every venue brides and grooms turn to plan their weddings. Since 1996 when it pioneered the online wedding space, The Knot has focused on filling the void created by antiquated wedding resources and curing the clutter of the highly fragmented bridal industry.

www.theknot.com



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