# clipblast!

# Web-Wide Video Search and Navigation Platform
# Frequently Asked Questions



**What is ClipBlast!**

ClipBlast!'s mission is to organize the "video Web" and make it relevant, fast and simple to navigate. Since 2004, the Web has quickly grown to become the largest video distribution platform ever. ClipBlast! is the pioneering Web-wide video search and navigation platform that provides access to all the video from across the Web. It is also the first Web video technology engineered according to how people actually interact with video online.

**Where can users find ClipBlast!?**
At [www.clipblast.com](www.clipblast.com).

**What does ClipBlast! do?**
ClipBlast! helps viewers find the specific video that interests them from across the Web – an increasingly formiddable challenge. ClipBlast!'s Web-wide video search and navigation technology makes it easy to search, browse and personalize the video that viewers want, when they want it.

**What does ClipBlast! mean by "all the video from across the Web?"**
Each day, hundreds of thousands of clips are uploaded to the Internet by thousands of video content providers around the world. Google Video, YouTube and similar sites that "host" video do not search the entire Web for video clips; they only search video that is posted on their own servers. ClipBlast! crawls the entire Web for all video content available – indexing more video content providers than any other video search engine.

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## ClipBlast! Web-Wide Video Search and Navigation Features



ClipBlast! is a technology that helps people search and navigate the Web for video. When users select clips from ClipBlast!, they are taken directly to the websites hosting those clips. This approach allows content providers to protect copyrighted material, increase their own site traffic, control the viewing experience and monetize their own content. ClipBlast is also the pionerering Web video technology engineered according to how people actually interact with video online. Features include:

### 1. Real-Time Ticker
ClipBlast! searches the entire Web and serves up all the video that becomes available every minute of every day – in real time. The scrolling ticker is an up-to-the-minute representation of video as it is posted to the Web.

**2. Video Category/Provider Carousel**

ClipBlast! viewers can select categories ranging from animals to wellness and major content providers from ABC to YouTube. For example, a die-hard hoops fan can choose basketball as a category and ESPN as a provider to return real-time clips of today's games, as well as all previously released videos. The user can select the "categories" or "providers" buttons to return an alphabetical list that appears in the thumbnails above, and use the letters of the alphabet or the arrows to navigate to the desired selection. When the user clicks the image that is of interest, search results appear below.

**3. Video Provider Ticker**

The lower-scrolling ticker features providers of video content. When the user clicks on any of the provider names, available video from that provider populates search results. The content is always expanding.

**4. Video Search Bar**

Like the standard search bar popularized by traditional text search, the ClipBlast! Video Search bar allows the user to type in search terms and keywords. ClipBlast!, which indexes more video content providers than any other video search engine, instantly returns clips from across the Web.

**5. Sort Clips**

Users can sort clips by date, relevance and matches, a handy way for users to customize video search results to their specific needs.

**6. Video Search Results**

Video search results appear in a fast, easy thumbnail display. ClipBlast!'s built-in intelligence presents results based on unique contextual search algorithms. The company's proprietary, patent-pending processes and technology recommend clips based on a number of factors, resulting in the most relevant search results and user speed-to-satisfaction.

**7. ClipDetails**

Viewers can learn more about a particular video clip by clicking its "details" link. ClipBlast! displays more specific information about the clip on the right side of page. From ClipDetails, viewers can also share the video with friends and save it to their personal video libraries.

**8. Tags/Keywords**

ClipBlast! displays the tags and keywords associated with each video, making it quick and easy to find additional relevant clips.

**9. More Like This**
ClipBlast! intelligence recommends and suggests additional video, based on popularity and various factors related to the videos searched for and watched.

**10. MyClipBlast!**
Viewers can build their own personal versions of ClipBlast! and their personal video libraries by saving their searches, preferred categories, favorite providers and individual video clips. They can even sign up to receive email as new clips that match their saved preferences become available. Built-in contextual search helps ClipBlast! deliver future results and recommendations based on past behavior. Registering for My ClipBlast! is fast and easy, and so is the MyClipblast login.

**11. Cool Tools**
**Index Video**
Content providers who want to increase their viewership can make sure their clips can be found on their own websites and at clipblast.com. They need only fill out a short form at ClipBlast! and provide access to their media RSS feeds. ClipBlast! will quickly index their video and allow it to be searched at clipblast.com and the growing ClipBlast! search network. ClipBlast! also provides free search technology that can be embedded on content providers' websites and vlogs.

**Add Search Bar**
Webmasters and bloggers can easily add video search to their sites and blogs. Participating sites can embed the ClipBlast! video search bar, enabling viewers to search video from across the Web.

**12. Top Web-Wide Video**
ClipBlast! makes it easy for users to browse and discover new video by highlighting the day's top video searches, popular categories and hot content providers.