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A video is worth more than a thousand images.

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Viajes El Corte Inglés travel agency and the luxury real estate company Theresa Bernabé have launched Internet television channels including spectacular videos sure to seduce their clients.

The YouTube phenomenon has not only caught the eye of the all-mighty Google, who paid €1.3M last October for this website where users publish their videos for free. Traditional companies have also opened their eyes to this phenomenon, which is fast becoming an unstoppable fad within the online universe: web pages with audiovisual content that is more attractive for internet surfers and will soon take over internet, rendering traditional pages that offer only text and images obsolete.

In Spain, the media has been a pioneer in offering videos on their Web pages.

Other more ambitious initiatives also exist, however, such as those promoted by the political party PSOE, the City Hall of La Coruña or the Deportivo de La Coruña football club who launched their own Internet television channels. Not all Internet audiovisual initiatives are alike, however. Luis Hernandez, the general director of the communications and audiovisual production company Co.Eficiente, assures that "online television is something more than just videos. It is a continued airing of television programmes that are repeated every two or three hours and where different publics can access the content that most interests them." This is what Viajes El Corte Ingles travel agency has done, with a clear commercial objective in mind. Through their Web page at www.viajeselcorteingles.es, the spectator can access live programmes 24 hours a day including different videos about products and destinations, and they can also make reservations by a simple click of the mouse. Source: AE.

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