

web2corp: the web made simple

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This press kit contains your invitation to attend the unveiling of YouGetIt.com, developed in partnership with Web2Corp. We have also included, for your convenience, a number of resources about Web2Corp and YouGetIt.com. These should answer the majority of your questions about the company and our products, but if you find that there is something that is not answered in our included press kit, please do not hesitate to contact us at 407.540.0452 or e-mail our Communications Director at tlongino@web2corp.com.

What is Web2Corp?

Web2Corp is a Web 2.0 internet technology development firm dedicated to rapid creation and adaptation of technologies. Web2Corp addresses new markets by creating and simplifying products, reducing the level of user technical skills required, and lowering prices for consumers.

Web 2.0 technologies have become increasingly popular, with the use of Web 2.0 applications such as e-commerce or blogs up more than 25% over the last year, according to comScore networks. The Web 2.0 market generates more than 20 billion dollars of revenue a year, with well-known companies like Google.com, Flickr.com, MySpace.com, eBay.com, and Blogger.com making up the majority of the income.

What is YouGetIt.com?

We've developed a content delivery platform that's provider-agnostic. One that allows for better content and advertising control. A new YouTube that's designed with the consumer in mind but that also is more willing to work with media producers. YouGetIt.com is all that and more. We've improved on the video distribution model. In addition to all of the features that users expect, we've also added the ability to geotag videos, focus on local communities, a robust social network, and a payment system. We're true aggregation of media. Having sites like YouTube and NBC's future site aggregating media in different locations isn't aggregation; it's segregation. Media providers need to give users a place where they can pick all of their own content from wherever and get it whenever they want it. We call this self-aggregation, and it's the next step for the internet. It's Web 2.1, and YouGetIt.com is already there, ahead of the pack.

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