

## ROO Group Inc Expands

Written by Keith ID1498

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ROO Group, Inc. (ROO) with offices currently located in New York, Los Angeles, London and Melbourne Australia, announce today that they will continue to expand their global reach. Due to the ever-increasing demand for the company's video broadcasting technology, Video content and Video advertising solutions, a new office has been opened in New York.

The New York office, located at 228 East 45th St in close proximity to Grand Central Station, will house key staff in Sales, Marketing, Advertising and Distribution will also have a full production suite for the filming and editing of original content for the Internet. With its existing production facilities in Australia, ROO has positioned itself to be constantly filming, editing and broadcasting fresh video content 24 hours a day.

Recent guests to the ROO studios have included music rock star Tommy Lee of Motley Crue and movie star David Wenham of Lord of The Rings.

ROO's advertising solutions include 15-30 second TV style video commercials with a linked call to action, which are played along with topical video content in a television style format over the Internet.

ROO's platform technology allows viewers up-to-the-minute streaming video from over many content channels including the latest breaking news, entertainment, movies, sports, games and music videos. This platform technology allows the video clips to continually play, one-after-the-other. The viewer can sit back, expand the video clip to full-screen and watch like television. ROO continues to capitalize on this growth through strategic alliances, and already serves millions of video streams a month across its Internet video portal network which include such clients as Verizon Broadband beat web site <http://broadbandbeat.verizon.net> . ROO also syndicates its own original video content and third party content from tier 1 suppliers such as Reuters and Associated Press to its web site clients globally.

ROO Group Chairman and CEO, Robert Petty, stated, "The Internet is turning into a broadcasting platform, with millions of viewers watching videos every day. ROO has the technology, the content and the distribution channels to quickly activate video on a client's website."

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According to Accustream Research, a firm which researches and publishes data on streaming media, video streams rose by 80% last year. ROO Group is seeing continued demand for its Video technology, content and advertising solutions and believes it was inevitable that it would expand operations into New York.

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