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[online video platform](#)

Sweden's largest celebrity news site Posh24.se launch Web TV

Screen9 and Posh24 have launched Web TV broadcasts with media profile Daniel Paris

The agreement reflects Posh24's pioneering spirit to try new media in order to reach their target audience, together with giving visitors an enhanced service experience. The Web TV broadcasts are also published on Posh24 partner sites.

Christofer Båge, CEO at Posh24, said "The scalability of Screen9's online video platform and Screen9's willingness to customize the solution to meet our needs made it easy for us to take the decision to use their services."

The flexible architecture of the Screen9 online video platform allows rapid and regular uploads of video demanding fast broadcast. The high quality video content is produced by **TTV** and the broadcast is seamlessly integrated with automated ad-network publishing from **Smartclip**.

Robert Risberg, CEO at Screen9, said "We are proud to support Posh24's development and pleased that our platform is able to seamlessly integrate both onto the Posh24 platform and with their advertising partner."

About Screen9/Picsearch

Screen9 is a premium provider of online video services. Screen9's flexible and reliable online video platform (OVP) powers market leading businesses online. Screen9 is a brand of Picsearch AB (publ), which was founded in 2000, is privately held and headquartered in Stockholm, Sweden. For more information please visit [Screen9.com](#)

About Posh24

Celeb Media Posh24 AB runs posh24.se and sites in another six markets which generate the majority of the traffic. The target group is 96% female with an average age of 23. Posh24.se publishes both news about Swedish and foreign stars. Posh24.se monitors the latest celebrity news and the hottest fashion trends. For more information please visit [Posh24.se](#)

For more information please contact:

Magnus Ahlberg, Head of Sales
Tel: +46 (0) 705 577 790
E-mail: magnus.ahlberg@picsearch.com

Christofer Båge, CEO at Posh24
Tel +46 (0) 767 154 342
E-mail: christofer@posh24.com

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