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Raycom Media Adds VMIX Online Video Solutions to 14 More TV Station Sites

SAN DIEGO--([BUSINESS WIRE](#))--VMIX (www.vmix.com), a leading online video platform provider, today announced they have added VMIX online video solutions to 14 additional Raycom Media TV station websites.

Newly added station sites include WBTV, Charlotte, NC (www.wbtv.com); WFLX, West Palm Beach, FL (www.wflx.com); and WBRC, Birmingham, AL (www.myfoxa.com); among others.

“We’ve been impressed with the VMIX widget and template solutions,” said Pat LaPlatney, VP-Digital Media at Raycom. “Their tools make it easy to draw participation and content from our viewers, allowing us to offer fresh, local content—both on the air and on the web.”

LaPlatney added that since adding the VMIX platform to sites like WSFA 12 News, Montgomery, AL (www.wsfa.com), Raycom sites have seen significant increases in the duration of their average visitor session.

President and CEO of VMIX, Mike Glickenhau, said that Raycom has been aggressive with their online-video initiatives. “And they are now realizing significant growth in page views and time spent on site, as well as revenue development.”

“What sets VMIX apart,” said Glickenhau, “Is that we are not just a technology company but truly a business partner whose focus is ensuring each of our customers’ success. Part of that focus includes providing the right tools, best practices and experience to leverage our technology and guarantee growth.”

Glickenhau added that while VMIX serves a variety of enterprise, entertainment companies as well as non-profits, the company continues to see strong growth in the media industry. Combined with successes with other partners like Post-Newsweek TV stations, Tribune Broadcasting, and LIN TV, the company now supports more than 60 TV sites as part of a growing media and entertainment portfolio of over 400 sites.

About VMIX

VMIX Media Inc., (www.vmix.com) is a leading provider of online video and media management solutions. The company is the trusted partner of news, entertainment and enterprise companies including Penguin Books, Tribune Company, The McClatchy Company, Toyota-Scion, ABC’s Dancing with the Stars, and Post Newsweek Television Stations.

About Raycom Media Inc.

Raycom, an employee-owned company, is one of the nation's largest broadcasters and owns and operates 46 television stations in 18 states. Raycom stations cover more than 13 percent of U.S. television households and employ 3,500 individuals in full and part-time positions. In addition to television stations, Raycom owns Raycom Sports (a marketing, production and events management and distribution company in Charlotte); Raycom Post (a post production facility in Burbank, California), Broadview Media (a post production/telecommunications company based in Montgomery), and CableVantage (a cable advertising sales group based in Columbia, South Carolina).

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