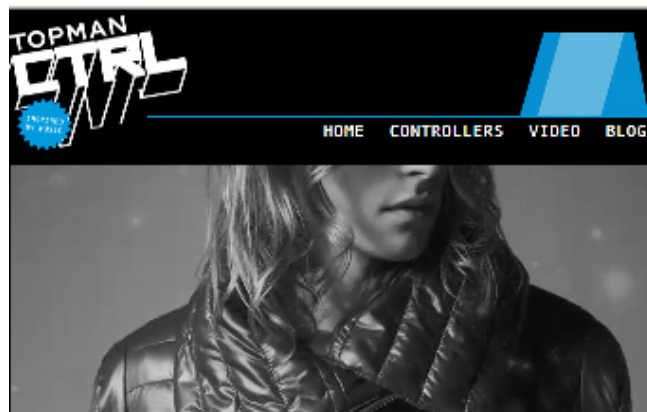




# video hosting

case study #6

For **Topman CTRL**, we provided video hosting for an exciting and interactive website, [www.topmanctrl.com](http://www.topmanctrl.com), which showcases new music and all things inspirational.



Interactive design agency *Bounce Digital* have used Kinura's video hosting for big brand websites since 2007.

One of their latest (and coolest) projects is Topman CTRL, [www.topmanctrl.com](http://www.topmanctrl.com), an inspirational site where the world's most exciting bands 'take control' for a month and showcase all the music, places and other diverse things that inspire them.

## The Challenge

The TopMan CTRL site needed to use YouTube clips for web video marketing, but also needed a bespoke video hosting service. This is because YouTube still has restrictions on length and size of video, and is less flexible when designing bespoke Flash players, etc.

Kinura's hosting service is totally unlimited in terms of file size and provides greater flexibility and scope for creating full-screen viewing experiences. Potential rights issues with music or TV content can also be managed better using our bespoke service.

## Benefits

Bounce Digital had access to a hosting account for free, whilst they were building the site, to allow for as much testing as needed pre-launch.

They also have access to all their client's files, via an online interface, and can run their own statistics reports, showing audience viewing figures, geographical data and referring sites.

## Client Testimonial

"It's really useful to have Kinura as our streaming partner for these types of sites. They are always really helpful, the hosting accounts are easy to set up – and the streaming always works."

*Bounce Digital*

## Link

<http://www.topmanctrl.com>