

Get This Unveils First Real-Time Web Video Shopping Platform

Written by Australian Business

LOS ANGELES--([BUSINESS WIRE](#))--Get This, the first [social shopping experience](#) for TV and video audiences, today announced the launch of a Web Video Shopping Widget, the first real-time method for viewers to shop items featured on screen and in-sync with web videos. The Get This widget enables audiences to shop their favorite shows by delivering a seamless user experience and single-cart checkout within the media player. Additionally, Get This offers fans expanded editorial coverage of trends, style and entertainment at www.getthis.tv.

The platform can live on most any site or entertainment portal, providing flexibility and value for content creators, brands, and audiences alike. For content creators, Get This increases engagement and enhances brand integration without taking viewers away from the video that they are watching. Today, Get This works with partners to curate the experience when they wish to integrate platform into their content. In the coming months, Get This will open a self-service marketplace that will allow clients to shop-enable their own videos. Preview a sample of a shoppable video at <http://blog.getthis.tv>.

Using proprietary technology, the Get This web video widget ('Gidget') provides networks and brand advertisers with a new way to activate viewer engagement and enhanced revenue and native advertising—whether through selling product, coupons, or creating lead generation opportunities—for audiences who increasingly view television series on mobile web devices.

Originally created as a companion shopping tool for broadcast and cable television TV series, Get This launched their pilot, in the spring of 2013, with the political thriller 'Scandal' and a series of TV's summer season & style coverage, where viewers shopped fashion and accessories related to popular characters. Get This is broadly suited for web series integration across a range of sites including leading blogs and social media networks from [YouTube](#) to Facebook.

Get This web video platform will be shared for the first time with attendees at the [Siemens Ventures Silicon Beach event](#), at Shutters on the Beach, in Santa Monica, California. Get This is one of seven companies nominated for the Siemens Silicon Beach WaveMaker award in the e-commerce and

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m-commerce categories. For more information, go to <http://www.siemer.com/siemer-silicon-beach-summit-2013/wavemaker-awards-nominees/>

“Get*This now provides audiences who view their entertainment on web-enabled devices the opportunity to engage with their favorite entertainment like never before. From shopping the items and styles seen in a series, [sharing](#) items with friends or [requesting](#) more information about a particular item or place they see, Get*This connects audiences with the entertainment and brands they love,” said Lisa Farris, co-founder and CEO of Get*This. “We are now seeing the first phase of social TV shopping integration and by late-2014, consumers will come to expect seamless shopping and direct information access as they watch their favorite shows.”

Get This offers exclusive access to award winning [Style Ambassadors](#) who are some of the leading costume designers, make-up, and hair stylists, in the industry, [Get This Style Ambassadors](#) provide audiences with Q&A articles, style tips, how-to and DIY secrets, and trends.

ABOUT GET THIS

Get This is the first social TV shopping platform in the industry. Created by entertainment industry veterans for the expanded multi-screen universe, Get This provides advertisers, brands, production companies, distributors and networks with a lean, powerful solution for real-time e-commerce experiences. Get This’ single-cart check-out and super affiliate model works with more than 70 brand partners. The Get This iPad app can be downloaded at the [iTunes App Store](#). Mobile phone versions will be available during the fourth quarter of 2013. For more information, please visit the website at www.getthis.tv

EDITOR’S NOTE: If you would like a color photograph of Lisa Farris, co-founder and CEO of Get This, or screenshots of the Get This platform, please contact Chris Pfaff at chris@chrispfafftechmedia.com or 201-218-0262

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