

Sound Advice on Video

Ever wondered how to make a Batida Morango cocktail, fold a shirt, fix a dripping tap, stop a nosebleed, or cook a perfect Murgh Makhni? A new website aims to answer these questions – and lots more besides.

Videojug offers an intriguing range of video clips which give step by step instructions and advice on an amazing selection of subjects. There are sections on food, drink, DIY, homecare, health, beauty, and leisure – plus a huge list of additional sub-sections.

Currently most of the video clips on the site have been produced by the site's management, something which sets the Videojug apart from other community websites. That said, users will be encouraged to post their own video clips once the site officially launches in the autumn.

A test site is already online and it really is a lot of fun - as well as being an excellent source for advice and guidance. Users are invited to review each video clip and the site will feature ratings of the most popular and most recent contributions.

The site's management aim to generate revenue from advertising and sponsorship. They may also consider selling content through other media such as digital tv or mobile phones.

There will also be scope for brand owners to produce content to promote their own products.

Take a look at www.videojug.com next time you're online and see for yourself



<http://www.businessinberkshire.co.uk>