



: eType to handle Muzu.tv ad account

## Digital Media

[Sara Kimberley](#), mediaweek.co.uk, 06 March 2009, 10:45am

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### eType to handle Muzu.tv ad account

LONDON - Online ad sales house eType has been appointed by web TV and video distribution platform Muzu.tv to handle its video and display advertising.



Muzu.tv: eType will handle video and display advertising

The Media Initiatives Group-owned sales house will sell all advertising opportunities on Muzu.tv and across the Muzu network, which includes embedded players on social networking and partner sites.

Advertising on the site will be sold by eType's separate display and video sales teams in a bid to maximise the Dublin-based publisher's available inventory.

Muzu.tv enables labels and bands to broadcast their music TV on the web on a 50/50 net ad revenue share basis. Users can create, watch and share playlists from the tens of thousands of videos across the site and embed these on their social networking sites and across the web.

Access is free to thousands of hours of diverse music video content, including concerts, backstage footage, documentaries, tutorials, music videos, interviews and classic music TV shows such as The Tube.

The site has already teamed up with record labels including Sony BMG, as well as broadcasters such as ITN.

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