

## Videos + Ads = Money?

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So... I'm sitting here working on some plans for another venture that I'm considering and had a brain fart... I'm contemplating a site that would use videos... with a preliminary plan to host them on something like Google or YouTube or Yahoo or similar... Trying to figure out the monetization aspect (beyond contextual text ads) and came up with a simple service the video hosting sites could provide that would make my job easier. I'm too lazy to completely validate that it's not being done yet... but I can't see where it's being done by Google or Yahoo (where it would make more sense to me)... When a "user" / "video creator" uploads a video to Google (other sites may apply, I'll just use Google as reference) why can't they get an option to insert ads at specific points of their video. Then, when the video plays, at the points specified (time stamps) it would "roll" another video ad right in? Here's how I see the process working... 1. Login to my Google account 2. Choose to upload video 3. Video uploads 4. I add "tags" about the video... maybe some default category tags like Genre, location, product, etc... as well as a free form comma separated entry box. 5. I get an option to "embed ads" and select yes. 6. I get a preview pane where I can go through the video and mark time spots that I want an ad to appear... maybe have some default locations like start / end. 7. I enter in my Google AdSense information so that any clicks on the ads get funded to me. 8. I'm done. Now, when the video is selected to be played by random Joe or Betty... it buffers and relevant ads are dynamically inserted at the points I specified. Now, when the video is complete, instead of showing me the last frame... go ahead and overlay a dynamic page that lists clickable links to the advertisers just shown during the video. Sounds easy enough to me. There's always more to it than that... but I don't think that it presents any major technical hurdles. If you liked this idea, click on my site map to see what else is here.