



BlipSnips and Fandor Integrate to Bring Social Sharing to Indie Films!

By Greg Keller

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You remember that infamous scene in *Reservoir Dogs*? You know, the one where Mr. Pink, played by Steve Buscemi, simply refuses on principal to leave a tip for anyone...even the hard working waitress who'd been serving them coffee? Yup, you know the one. Now, imagine being able to log-in to a website and watch your favorite indie films any time you want...and when you see you 'your scene,' the one you KNOW your friends will relate to and get a laugh out of like the 'tipping scene', you can now chop it out and share it with them on Facebook.

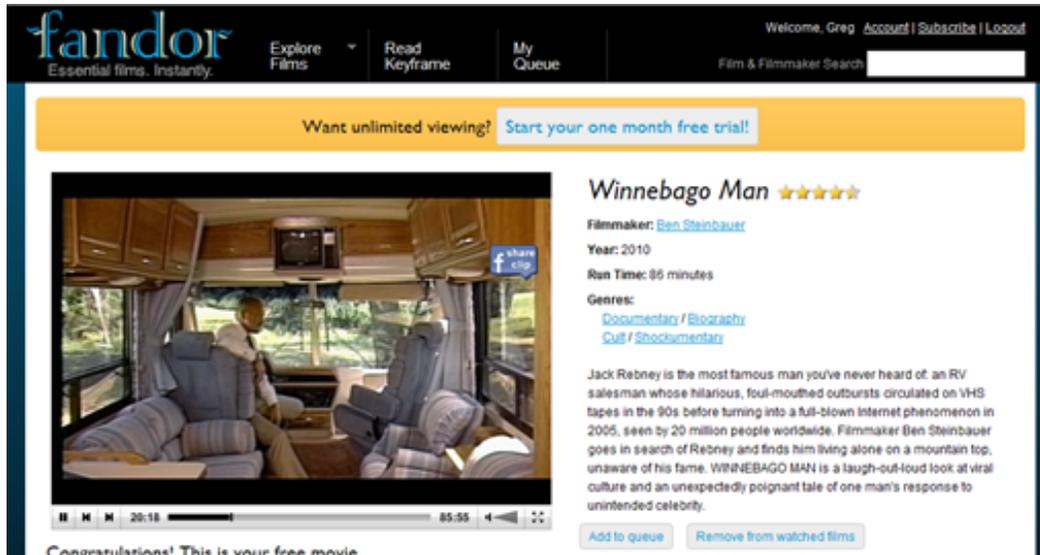
Imagine no longer my friends. **You can do this NOW!**

Today, BlipSnips is proud to announce our partnership with '*the Netflix for indie films*': Fandor! The Fandor team is on hand at SXSWi to talk about the launch of their service, the integration with BlipSnips and the introduction of new board members Chris Kelly and Ted Hope to their growing start-up. You can read all about the details of the Fandor announcement here, but I wanted to focus on how BlipSnips is helping make the Fandor service more 'social', by allowing its subscribers to share their favorite moments out to their friends. Why? Because it's pretty cool!

At its core, Fandor is an online video hosting service with a library (as of today) of over 2,500 of the best independent films ever made available on demand to subscribers. If you love independent film, you'll love Fandor. As a social video sharing service, BlipSnips assisted Fandor with 'white labeling' our technology and created a simple to use service which is layered directly into their video player platform.

So, what does it do? Well, before the BlipSnips sharing service was laid into Fandor.com, a Fandor subscriber could watch film. Now with BlipSnips social sharing tools added, a Fandor subscriber can carve out their favorite scenes and share those specific 'moments' with their friends on Facebook. Let me show you how it works....

First a Fandor subscriber logs in, searches for a film and begins to watch. Like the new and wildly popular indie film 'Winnebago Man'. While playing, the subscriber simply hovers their mouse over the video to invoke the 'share clip' as you see below...



The screenshot shows the Fandor website interface. At the top, there's a navigation bar with 'fandor Essential films. Instantly.' and links for 'Explore Films', 'Read Keyframe', and 'My Queue'. A search bar is also present. Below the navigation, a yellow banner promotes a 'one month free trial'. The main content area features a video player for 'Winnebago Man' (2010, 86 minutes). A 'share clip' button is overlaid on the video. To the right, there's a description of the film, mentioning filmmaker Ben Steinbauer and the subject Jack Rebney. Below the video, there are buttons for 'Add to queue' and 'Remove from watched films'.

Once clicked, we've added a set of tools for the subscriber to 'fine tune' the moment they'd like to share. The user will drag the slider to the desired moment and hit the Facebook 'share' button (note the 'powered by BlipSnips@' logo!). From here the user will add a comment before sending to Facebook and when done, a 60 second clip will be shared with their friends for viewing directly on the News Feed.



This screenshot shows the 'share clip' interface. A video player is displayed with a 'share clip' button in the top right corner. Below the video, there's a 'SHARE' button with a Facebook logo and the text 'Powered By BlipSnips'. A slider is positioned at 20:57, with a tooltip that says 'Share 60 seconds of this film. Drag slider to where you want your clip to begin. Then, click share.' The video player controls at the bottom show the current time as 20:57 and the total duration as 85:55.

The integration symbolizes the move to make more aspects of the things we love on the internet more 'social'. The BlipSnips service has been proving this with user generated YouTube and Facebook video and now, premium video content such as Fandor's can be effectively shared, exposed to wider audiences and benefit the person sharing, the artist and Fandor alike...all who desire or have a need for 'exposure'. The sharer thinks its cool and wants his friends to see 'his moment'. The artist now has her 'life's work' more widely exposed to eyes that may never have seen it. Fandor has a mechanism for genuinely fun and engaging ways to elegantly introduce new potential subscribers to their service. I'd call that a win-win-win.

I think Fandor's newest board member Chris Kelly had an incredibly insightful way to describe the integration and its importance to the independent film community:

"Independent film fans seek a level of engagement that most movies don't deliver. Fans want to be enriched personally or moved by film—to feel emotion. It's hard to predict what someone will like based on past viewing habits. These fans depend on personal recommendations for taste-making. It's a natural fit for social."

And so, BlipSnips pushes forward with our first business-to-business relationship. We're excited for Fandor, their subscribers and all those who love and want to share their favorite moments of independent film.