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Move Puts Mass Back into Mass Media

Posted on: Sunday, 22 June 2008, 12:00 CDT

You may already have used the technology of American Fork-based Move Networks Inc. -- you just don't know it yet.

Anyone who has visited ABC.com, ESPN.com, Fox.com or many other sites to watch television shows online has used Move's product, which helps major media companies deliver television over the Internet, both on computers and on mobile devices.

Move has prospered under CEO John Edwards, a veteran technology executive, due to its focus on providing the highest possible quality of experience for online viewers, which attracts mass audiences and helps Move's clients translate viewer eyeballs into revenue.

In the first year online after its founding in 2005, Move gained more than 35 million unique viewers. The company continues to add an additional 100,000 new unique viewers every day, leading Move to become a valued partner of some of the largest streaming media companies.

Move's technology relies on standard Web protocol and existing Internet caches. Move is able to stream video to millions of viewers simultaneously, and streaming costs decrease as audiences increase.

Move's mantra is "to put the mass back in mass media," and the company works to find new ways to bring viewers together and help them interact with one another in real time.

Move had 25 employees in 2006, more than 100 in 2007 and, so far this year, has added 50 new employees, and expects to have 200 workers by year's end.

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