

Best Online Video Player on the Market - Boss Video Player

Finally an online video player that viewers chose to interact with instead of being sold to. Multiple engagement and monetization opportunities.

LOS ANGELES, CA, UNITED STATES, October 30, 2017 /EINPresswire.com/ -- Official launch of [Boss Video Player](#) is here.

Currently there are only a couple of options for video player.

1. Youtube player – Everyone has a love/hate relationship with Youtube. We all enjoy the content but we cannot watch a video without taking our hand off the mouse, getting ready to click off those annoying pop-ups. Plus those pre-roll ads are invasive and most of the time have no relationship with the content we're loading.

2. Custom build players like Yahoo and NFL.com are great except they have pre-roll, mid-roll and end-roll ads. Why are viewers forced to watch those ads? What benefit does it provide to them? Probably not much, it's just to generate revenue, which is understandable. Has to be a better way.

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Reduce video drop offs and increase viewer engagement.

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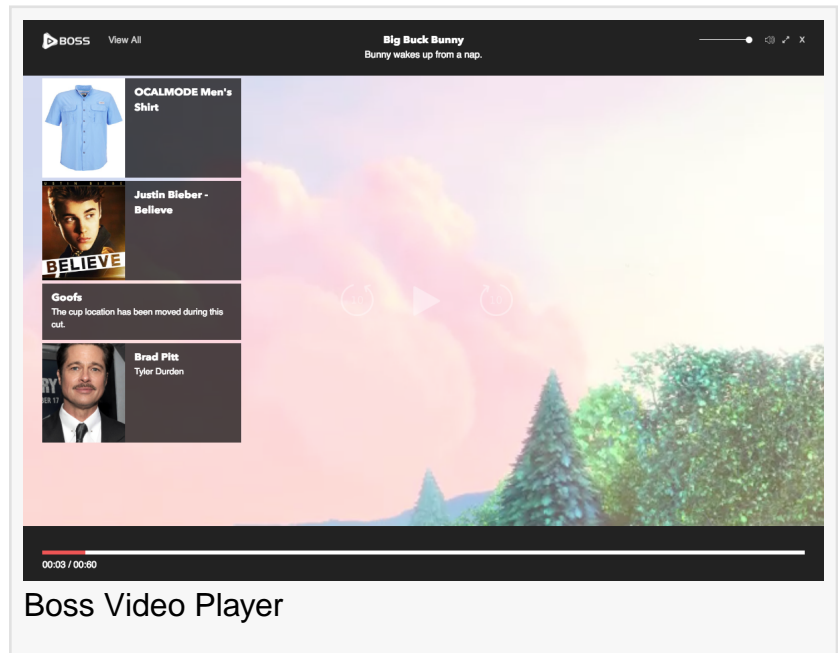
Kevin Gorinshteyn

That's where Boss Video Player really shines. The menu with more info on cast and crew, products, music and other info only shows up when a viewer interacts with the player (rollover the player or pauses the video). If they choose not to be sold to then all they have to do is point their mouse away

from the video and nothing will interrupt their viewing experience.

Let's say a viewer watching their favorite piece of content and they'd like to know more about the cast or crew, you roll over the video player and a menu shows up with all the cast and crew images, bio, names and more info about everyone in that particular timecode (say 1:30 – 2:15). Users can click on each image and learn more about it. That creates engagement for the viewer and now they are glued to your content for 20%-30% longer than if they would just watch the actual content.

Another example: User is watching a piece of content and they see a shirt on an actor that they love between 14:30 – 16:43. Clicking on that shirt from the menu and the affiliate link will take them to a place where they can purchase it, then get back to watching the video. That goes for any product or



service. Every product and/or service is customizable to show to your viewers.

Off the top of our heads we have a couple more examples, based on industry.

- Real Estate – While watching a video about a new listing, show a button that allows viewers to book a tour of the property. Also, they might need financing, add that as well.
- Financial Industry – Sell ebooks, training, seminars.
- Car industry – Allow users to custom build their dream car: tires, paint color, extras.
- Non Profit – Ask for Donations right from the video player.
- Entertainment and News websites – Monetize content with products, services and subscriptions. Engage with the viewer on a deeper level by adding Trivia and Fun Facts.
- Healthcare Industry – Gather data about viewers based on time codes (Ex: During the video, when there's talk about a certain industry topic, ask the viewers to share their input.)
- Food Industry – Got a cooking show? Great! Sell recipes, food delivery or just partner up with BlueApron or GrubHub and get those affiliate benefits.

The real brilliance of the platform will come from you since no one knows your industry better. Book your 15 minute demo today

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This press release can be viewed online at: <http://www.einpresswire.com>

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