

# VIDEOELEPHANT

## **VideoElephant welcomes new sports, health and weather content by Vedia to its expansive video content library**

**Dublin – 06 July 2020:** VideoElephant, a global aggregator and distributor of video content, is excited to announce it has partnered with Vedia, an AI-driven video platform that dynamically generates real-time video based on customer interests.

Vedia provides the VideoElephant library with high-quality content that appeals to audiences interested in a range of categories, including sports, international and US news, entertainment, technology, business, weather, politics and health. Major international sports game previews and recaps, data-driven analytical sports content, local US weather, and animated content for health professionals, are just some of the video feeds provided by Vedia.

This new content brings even greater variety to the VideoElephant library, which already provides its customers with a catalog of over 2 million videos, updated with over 2,000 new videos each day.

Welcoming Vedia to the VideoElephant library, VideoElephant Head of Content, Kate Doughan said: *“Vedia’s expertise in automated video production shows in the high quality of the content they provide to the VideoElephant library. We’ve already added a huge range of Vedia’s great content to our library. From international news to local weather, from sports to health content, we are delighted that Vedia is helping us to bring yet more new and exciting quality video content to our customers.”*

Vedia Co-Founder and Chief Revenue Officer, Bryon Evje, said: *“We’re excited to work with VideoElephant and their global publisher and media clients. VideoElephant provides customers with unique content from Vedia’s AI studio, which is delivered at high volume and velocity and tailor-made for individual consumers.”*

### **About VideoElephant**

Founded in Dublin in 2012 with offices in Dublin, New York, Los Angeles, Berlin and Sydney, VideoElephant is a global aggregator and distributor of online video content. VideoElephant provides a centralized video library of over 2,000,000 videos with 2,000+ new videos added daily to customers in the web, ad tech, OTT, mobile, DOOH and broadcast sectors globally.

To learn more about the VideoElephant library, visit [www.videoelephant.com/contact](http://www.videoelephant.com/contact).

### **About Vedia**

Vedia is an A.I.-powered video platform that leverages real-time data signals to inform content creation. Using Vedia, content owners, digital publishers, brands and marketers can leverage the power of data-driven dynamic video to increase engagement and lift conversions throughout every stage of the customer journey.

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