

WebcamSearch.com - Media Kit

Web Site Background/Overview

WebcamSearch.com was conceived and launched in October of 1996 under the name Worldwide Webcam Sites. It was one of the original webcam directories.

At this time, the Internet was still in its infancy, in regards to design styles, browser viewing abilities (Netscape2 had just launched and there was no Internet Explorer) and database functionality.

The site was divided up into multiple categories. Content was searched out via the web, entered by hand or, submitted by viewers through email.

As the site began to grow and traffic and site submittals increased, it became apparent that we had to convert all of the information into a searchable database in order to streamline the process for submitting and validating sites.

All site submissions are reviewed by our staff and filtered for adult content. Occasionally, some sites manage to work around this by changing their content after being approved. Our viewers alert us through a link that we provide after every entry, allowing them to send us information as to whether the link contains inappropriate content or is non-functional.

The site was renamed to WebcamSearch.com in May of 1999, in order to reflect our ever-growing searchable databases and to define us as one of the web's primary webcam search portals.

Aside from being a directory of webcam resources, the site also offers a Webcam Discussion Forum, Events Calendar and Chat.

Our purpose is to provide entertainment and educational resources for viewers throughout the world.

Someday soon, every corner of the world will be broadcast live on the Web.

Media Coverage

Media coverage of our site started in October of 1996, when we were selected as Website of the Week by the Marin Independent Journal newspaper in Novato, California.

The Internet was new and our site was considered very unique.

Since then, the site has attracted numerous reviews and attention:

November 7, 2001

Featured in GMTV: Britain's Biggest Morning Show

How to watch the world

<http://www.gmtv.co.uk/index.cfm?articleid=1914>

Millions of webcams have popped up on the Internet offering a live peek at everything from majestic geysers to a guy ironing his clothes.

Whether it's because of necessity or curiosity, the Internet now has more eyes than ever before, with thousands of new webcams springing up every week.

September 11, 2001

World Trade Center and Pentagon bombings force temporary shut down of our site due to a tremendous increase in traffic from viewers wanting to see live cam shots of the devastation. After blocking access to our homepage for over seven hours, we still logged almost 5,000 unique visitors with 32,000 page impressions.

February 26, 2001

Featured in Forbes.com "Website Review" article entitled "Weird Wide Web". We were listed as follows:

WebcamSearch.com

<http://www.webcamsearch.com>

If you haven't yet discovered the stultifying, er...voyeuristic, thrill of watching a Swedish family remove food from its fridge, then click here immediately. This Webcam portal's got something for Peeping Toms of every stripe. Okay, so that New Zealand suspension bridge bungee cam didn't offer much action. But the wildlife was plentiful at the Africam watering hole, with all those mud-wallowing elephants. We're actually grateful that things were quiet at the Dentcam, live from a New York City dental office.

<http://www.forbes.com/best/2001/0226/160.html>

October 16, 2000

Featured in Internet News with Charles Bowen.
The article read as follows:

Searching for New Web Cams

Webcams continue to fascinate me. It's the whole idea of my computer showing me live pictures from all around the world. I'm not alone. Webcams are among the fastest growing applications on the Net. And now a slick new Web site helps you find Webcams. I'm Charles Bowen with the Internet News.

Today's report: WebcamSearch.com, a directory of thousands of live cams. Search by geographic area or by subject, like health, weather or astronomy. There's a search engine to seek out the cams by keyword. And you can use the My Web Cams feature to create a custom list of your favorite sites.

<http://www.netnewstoday.com/default.asp?reportid=406&type=past>

September 7, 2000

Lockergnome's "GnomeREPORT" urges subscribers to let featured sites know how they found out about the "GnomeREPORT" with the following message: "Cheese has nothing on us; behold the power of Gnomies. "Welcome to WebcamSearch.com! Due to an unusual increase in traffic, our server is temporarily overloaded. We will be open as soon as the traffic subsides. Thank you for your patience." Or, to paraphrase Britney Spears: 'Oops! We Did It Again.' Be proud; we were Gnoming servers long before anyone else was slashing dots (if you catch my drift). Remember, too, to let them know where you came from. Our traffic is often recorded as 'No Referer' on Web logs because LG is most often read in an e-mail client".

<http://www.lockergnome.com/issues/daily/20000906.html>

September 6, 2000

Featured in Lockergnome's "GnomeREPORT" as a "Gnome FAVORITE". The "GnomeREPORT" has over 250,000 subscribers and forced a temporary closure of the site. With so many viewers trying to access the site at the same time, we were experiencing over 1000 hits per minute. Fortunately, in this case, we were given a two week notice by the publication, in order to prepare and monitor our server.

The newsletter contained the following information:



Media Design Services

P.O. Box 3153 Santa Rosa, CA 95401

Web and Multimedia Development

WebcamSearch.com

<http://www.webcamsearch.com>

"{ Find your favorite cams} You don't have to be a voyeur to enjoy watching a Webcam. What you need is better variety... a variable Kellogg's Multi-Pak of sites to choose from. Sink your spoon into some delectable sports coverage; a little astronomy; maybe a bit of nature? What's happening on the South Pole, anyway? Might as well scope out what the girls of Sigma Beta Carotene are finger-painting this week, too. Then, top off your journey with a visit to the gnomestead. Oh yes, he's there... and he knows you're watching".

<http://www.lockergnome.com/issues/daily/20000906.html>

August 23, 2000

Featured in the Topica daily newsletter regarding "Cool Web Site of the Day". Topica is an independent provider of turn-key solutions for email newsletter publishers, from multinational media companies to individuals publishing news about a hobby or interest. Their subscription base reaches millions of subscribers. It forced the intermittent closing of the site for two days, until the traffic subsided. Our site was receiving approximately two thousand hits per second.

The following short article was included in that newsletter:

And now for today's cool web site...

WebcamSearch.com

<http://www.webcamsearch.com>

Someday soon, every corner of the world will be broadcast live on the Web. Just go to WebcamSearch.com to see how close we already are. This directory lists thousands of live Web Cams. Search by geographic location (Arctic to Antarctic) or subject matter (Health/Medicine to Astronomy). Or simply type what you are looking for into the search engine. The My Webcams feature allows you to create a custom list of your favorite Web Cams. The What's New section lists recent Web Cam finds, while the What's Popular section tells you what everyone else is watching. Who would have guessed that the "Almost Amazing Turtle Cam" would be an Internet blockbuster?

WebcamSearch.com is also featured in many local community directories throughout the world.

Examples:

Media Channel

<http://www.mediachannel.com/guides/weacam.htm>

Gateway.net

<http://portal.compuserve.com/gatewaynet/ihelp/webcams.asp>

TenLinks.com

<http://www.tenlinks.com/GENERAL/>

Eye on the Internet

March 12, 2001

http://www.ztrace.com/sites/eyeontheinternet_net/eye.htm

Internet Handbooks

<http://www.internet-handbooks.co.uk/izone/glossary/webcam.htm>

About.com

<http://netconference.about.com/cs/camdirectories4/>

life FM – South Australia

<http://www.life.on.net/pastnetnews.htm>

Demographics

Top ten referring hosts and visitor domains:

United States, Canada, United Kingdom, Australia, France, Italy, New Zealand, Belgium, Germany and Netherlands.

Top ten search engine referrers:

MSN, Excite, Google, Alta Vista, Direct TV Internet, AOL Search, Datafull.com, Compuserve, GoTo and All The Web.

Top referring domains:

(This indicates which sites brought traffic to this site through links to this site)

United States, Italy, France, Australia, Brazil, United Kingdom, Germany, Canada, Bulgaria and Sweden.

Statistics

WebcamSearch.com is delivering approximately:

400,000 page impressions per month.

Viewed by approximately:

55,000 unique visitors per month.

Browser Types

In the following order:

1. Internet Explorer
2. America Online
3. Netscape Navigator

Operating Platforms

In the following order:

1. Windows 98
2. Windows 2000/NT
3. Windows 95
4. Windows NT
5. Power Macintosh

Pricing:

Pricing is \$100.00 per 500 clicks on your banner ad

Statistics:

Real-time statistics will always be available and enable you to keep tabs on how effective your banners are. Each advertiser is assigned a password, along with a URL for viewing statistics. If, at any time, you want to update or replace your banner, you can do so at no extra charge.

About Media Design Services

Media Design Services is a Web and Multimedia Development company, located in Santa Rosa, California, 60 miles north of San Francisco.

We specialize in Web Design, Web Hosting, Interactive Presentations, Multimedia CD ROMs, CD ROM Business Cards and Rich Media Synchronized Video Presentations for Web and CD ROM.

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