



For Immediate Release

***Artist Daily* Debuts New Video Channel for Artists**

Now it's easier than ever to watch videos of art online and share your work with others using Artist Daily's widgets, iPhone application, and other tools

New York, NY, November 3, 2009: *Artist Daily*, the online community for art enthusiasts from the publishers of *American Artist* magazine, is pleased to announce the premiere of its new video channel for artists on the Web at: <http://videos.artistdaily.com>.

The new *Artist Daily* Video Channel features art and art-technique videos from all over the Web, divided into playlists by medium or subject, along with a playlist of films created by the *American Artist* editors and staff. Members can upload their own videos or share videos they've found on the Web, create playlists, make comments, embed videos into their blogs or websites, and much more.

The timing is right for *Artist Daily* to leverage the power of video on its site. More than two-thirds of online Americans have streamed or downloaded digital video content, according to an Ipsos MediaCT study. Comscore reports that 158 million U.S. interviewed users viewed a total of 21.4 billion online videos during July, both all-time highs.

"Our goal is for *Artist Daily* to become the premiere destination for art videos on the Web. Instead of spending hours scouring the Web for art videos, artists can find them here, classified and sorted for easy reference." says David Pyle, Vice President and Division Publisher of Art, Jewelry and Yarn at Interweave.

Artist Daily's Video Channel is built in partnership with video hosting and sharing platform Magnify.net, which is used to power the video community for many other businesses, including Zappos, Etsy.com, BlogHer.com, *New York Magazine* and The Weather Channel.

Community members can upload videos from their computer, from another web-sharing site like YouTube, Rewer or Yahoo! Videos, or directly from iPhone with the site's iPhone application powered by Magnify Mobile. Magnify Mobile enables *Artist Daily* community members with iPhones to shoot, upload, store, and share their personal videos on ArtistDaily.com for free. Get the App here: <http://itunes.com/apps/magnifymobile>.

Artist Daily also invites members to download the Magnify.net browser shortcut, which enables them to quickly submit videos discovered on the Internet to *Artist Daily*. Then they can enter any personal comments to help describe the video, optionally tag it with a few key words or phrases, and rate the video.

"I'm thrilled for our community to have this new feature," says *Artist Daily* Online Product Development Manager Karyn Meyer-Berthel. "We invite artists to create even more videos of their art and upload them to the site so others can find, experience and enjoy their work. It's a great way for artists to learn from each other and promote their work."

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SOURCE: INTERWEAVE

Websites

<http://videos.artistdaily.com>

<http://www.ArtistDaily.com>

<http://www.Interweave.com>

About American Artist

Founded in 1937, *American Artist* is the leading monthly magazine for representational and figurative artists seeking inspiration and instruction on improving their craft. Devoted to the realism in art that its readers cherish, *American Artist* considers the artists it features to be shining examples of excellence in their medium, whether oil paint, sculpture, watercolor, pastel, colored pencil, graphite, printmaking, or charcoal.

About Interweave

Interweave, a unit of Aspire Media, is one of the nation's largest and most respected arts and craft media companies, with businesses in magazine and book publishing, online media, television and video programming, directories, and events. The Interweave Publishing Group features 18 subscription magazines and many more special interest newsstand publications sold on newsstands nationwide. Interweave has more than 150 books in print and annually publishes about 40 how-to books on the same subjects as the company's magazines. Linda Ligon founded the company in the 1970s when she began publishing *Handwoven* and *Spin-Off* magazines. Since then, the company has grown to employ more than 150 people throughout the country, with corporate headquarters located in Loveland, Colorado, and other offices in New York, New York; Malvern, Pennsylvania; Santa Fe, New Mexico; San Diego, California; and Stow, Massachusetts. For more information on Interweave, visit www.interweave.com or call (970) 669-7672.

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