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Doug Imbruce

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**SAN FRANCISCO**, March 07, 2007, Ken Liebeskind --- A company that initially sold videos for college bound students on DVD and then began offering them free online is now generating additional video content from college students that is being served by [VideoEgg](#), which will also sell video advertising that runs with it.

This is the story of [www.Theu.com](#), a site launched in 2005 by Doug Imbruce who envisioned the business as a student at Columbia University. "We reinvented the college tour process," he said of the company, which started out by selling DVDs of originally

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produced videos that helped students select the schools they wanted to apply to. To make the content available free online was the next move, because it provided "a bigger opportunity with embedded advertising," he said.

The next big idea was to sign with VideoEgg, which serves videos for a network of over 60 social community sites. The relationship with VideoEgg enables Theu.com to acquire videos from college students and play them on the site. "By plugging VideoEgg's upload tool into our site, we become a platform for user-generated content and can harness the power of college students," Imbruce said.

It's only been a week since Theu.com signed with VideoEgg, but it has already uploaded many college videos. "A week ago we had 500 clips that we'd produced ourselves, but now 15 to 20 percent of our content is user generated," Imbruce said.

VideoEgg is renowned for its permission-based video advertising opportunities, which will run on Theu.com. The company offers ticker ads that display video ads in a thin strip at the bottom of a requested video and end-cap ads at the end of videos that offer to play video ads. In both cases, watching the video is voluntary and if it's watched, the user can return to the original video. "It's a respectful way to get advertising into the environment," said Matt Sanchez, CEO and co-founder of VideoEgg.

The formats are renowned in the ad community as a welcome alternative to pre-rolls.

Citibank, the University of Phoenix and Dell have advertised at Theu.com, but they've only run banners to date, because of the difficulty the site had with running video ads, according to Imbruce, who said he's eager to utilize new video formats.

VideoEgg will sell the advertising for Theu.com, Sanchez said. The company has successfully sold advertising to youth and entertainment brands on its other sites, which provides a good model for Theu.com, he said.

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