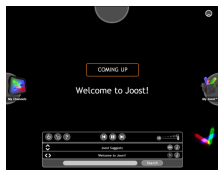


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By: Bogdan Popa, Security and Search Engines Editor



Joost

## [Girls of FHM to Destroy YouTube](#)

### *Joost partners with Ripe Digital Entertainment*

The Joost video platform which was often described as the YouTube killer makes another important move for its evolution: a partnership with Ripe Digital Entertainment, the owner of RipeTV, OctaneTV and FlowTV. Through the agreement, Joost will receive several types of video content such as comedy, sports and music. The YouTube potential killer will use RipeTV to provide access to several programs such as Girls of FHM, Picking Miss Ripe, Ed the Sock and Hollywood Burn. OctaneTV will come with Hot Import Nights, Fuel Girls and Crashed while FlowTV will offer VIP Lounge and FLOWlicious. "We are very excited to bring our unique networks' programming to Joost, significantly broadening our overall reach in the online television community," said Ryan Magnussen, CEO of RDE. "With short-form, professionally-produced programming in three key yet distinct categories, RDE's shows are perfectly suited for Joost's innovative service." Joost has always been described as a potential competitor for YouTube but Google's video sharing platform always managed to face the battle and remained the first solution for most of the Internet users. The online video sharing platform records a huge audience every day and it will remain one of the top web-based technologies as long as the Mountain View company is focused on it and adds new features every once in a while. "Joost lets people everywhere discover and choose programming - from today's TV hits to niche shows - that match their interests. With its mix of comedy, sports and music shows, RDE's programming is perfectly aligned with Joost's core entertainment offering," Yvette Alberdingk Thijm, executive vice president of content strategy and acquisition for Joost, added. But YouTube also made lots of agreements with media companies that would be able to improve its offering and attract a new segment of users. However, Joost has a lot of work to do so we have to wait a little bit longer to see what happens.