

## Zoopy TV launches custom Exclus1ves channel

The latest addition to the Zoopy TV lineup is a custom online and mobile video show for Exclusive Books, called Exclus1ves TV, which delivers short-form videos to book fanatics keen to find out more about their favourite authors or new titles moving up the bestseller list. [video]



Comments Exclusive Books marketing and content manager Marius Greeff, who was keen to strike up a relationship between the brands to create an additional dimension to reading in the 21st century: "When Zoopy introduced us to their technology and Zoopy TV environment, we realised that such a partnership would help us finally bring rich content to our discerning fans through a trusted and well-known South African content generator in

their own right.

"We believe in our ability to showcase, to our consumers, the best in local and international author interviews, events and general must-know titles and look forward to showcasing this new Exclus1ves TV Channel on Zoopy," said Greeff.

The concept has been in the works for several months, as both teams worked out the best ways of creating compelling content that would keep regular readers happy, while also being of interest to those who might not have discovered new titles or authors otherwise.

Zoopy CEO Jason Elk believes the new show is a significant addition to the Zoopy TV lineup. "We're continuing to appeal to more and more tastes with the continued introduction of new shows and genres to Zoopy TV.



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"We're thrilled to include the Exclusive Books show because it gives us the opportunity to extend the world of printed books into the realm of real-world interviews and reviews, where there's more depth and visual interest than readers would ordinarily see when standing in front of shelves of books."

The show will be launched to Exclusive Books customers through posters and bookmarks across outlets nationwide, as well as via member newsletters. It can be watched online at [www.zoopy.com/tv/exclusives](http://www.zoopy.com/tv/exclusives) or on mobile at <http://m.zoopy.com/tv/exclusives>.

Zoopy TV is a South African platform that produces original video content made for the web.