

About Wibbitz

100 words

Wibbitz is an automated video creation platform that empowers professional storytellers to tell great stories. The platform leverages patented AI technology to simplify the experience of video storytelling, helping content creators quickly produce beautiful video for every platform and channel. Wibbitz supports video creation for over 400 publishers and brands, including Bloomberg, A&E, Reuters, CBSi, Forbes, and The Weather Channel television network. Wibbitz was founded in 2011 and has offices in NYC, Tel Aviv, and Paris.

25 words

Wibbitz is an automated video creation platform that empowers professional storytellers to tell great stories.

Wibbitz Partners



Wibbitz Investors



400+

Wibbitz powers video production for over 400 publishers and brands

5k+

Daily users creating videos

20k+

Monthly videos published

1B

Monthly video views on Wibbitz players

10_{sec}

Average time it takes to generate a video from text

6.8min

Average time it takes for a user to create a video

22+

Languages supported (with more to come)

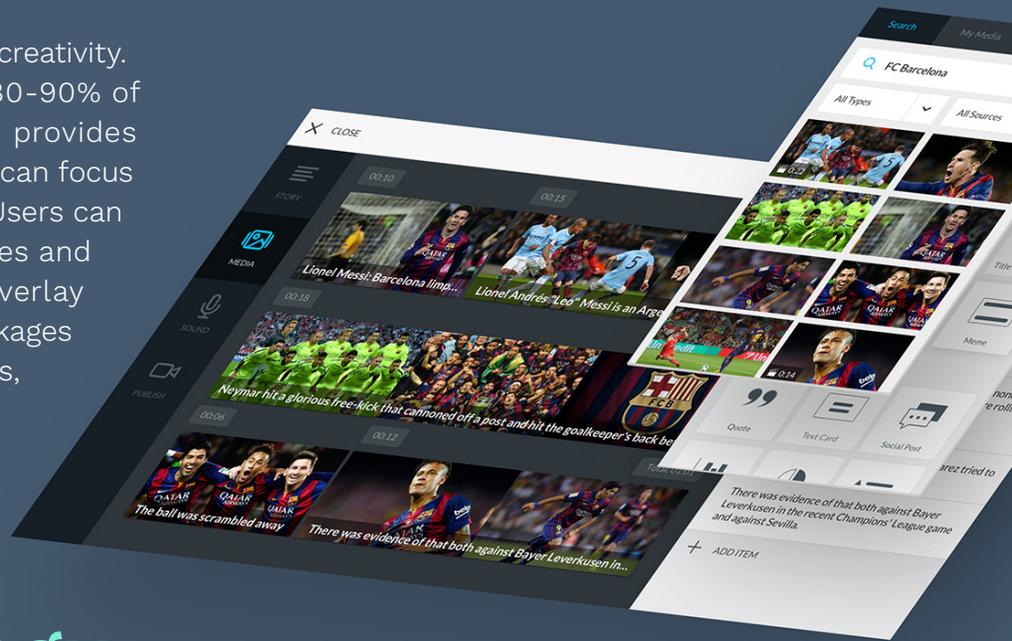
Did you know...

- By 2021, 82% of mobile traffic will be video
- Nearly one million minutes of video will be shared every second by 2019
- US digital video ad spending is expected to reach \$28 billion in 2020
- Digital video ads have an average click-through rate of 1.84% – higher than any other digital format
- Digital video ads generate more than double the CPMs than display
- 100 million video hours are consumed daily on Facebook
- People stay on webpages with video 2.6 times longer than a page without video
- Snapchatters watch 10 billion videos a day and 82% of Twitter users watch video content on Twitter

*Data points drawn from research from eMarketer, Cisco, Facebook, Snapchat, etc.

The Control Room

Great video storytelling depends on creativity. The Wibbitz platform eliminates 80-90% of tedious production processes and provides intuitive editing tools so storytellers can focus on adding their own human touch. Users can choose from various video templates and formats, a vast selection of text overlay styles, and customizable design packages with dynamic animations, transitions, and effects.



Our Technology

Powered by AI technology that leverages natural language processing and machine learning, the Wibbitz Control Room is a web-based platform that:



Analyzes a story's text and identifies key messages like people, places, and events



Summarizes text and fetches relevant media to build a video storyboard



Generates a fully branded video with customized graphics and transitions

Licensed media footage and soundtracks providers



REUTERS

gettyimages®

POND5

Bloomberg



Editorial Services

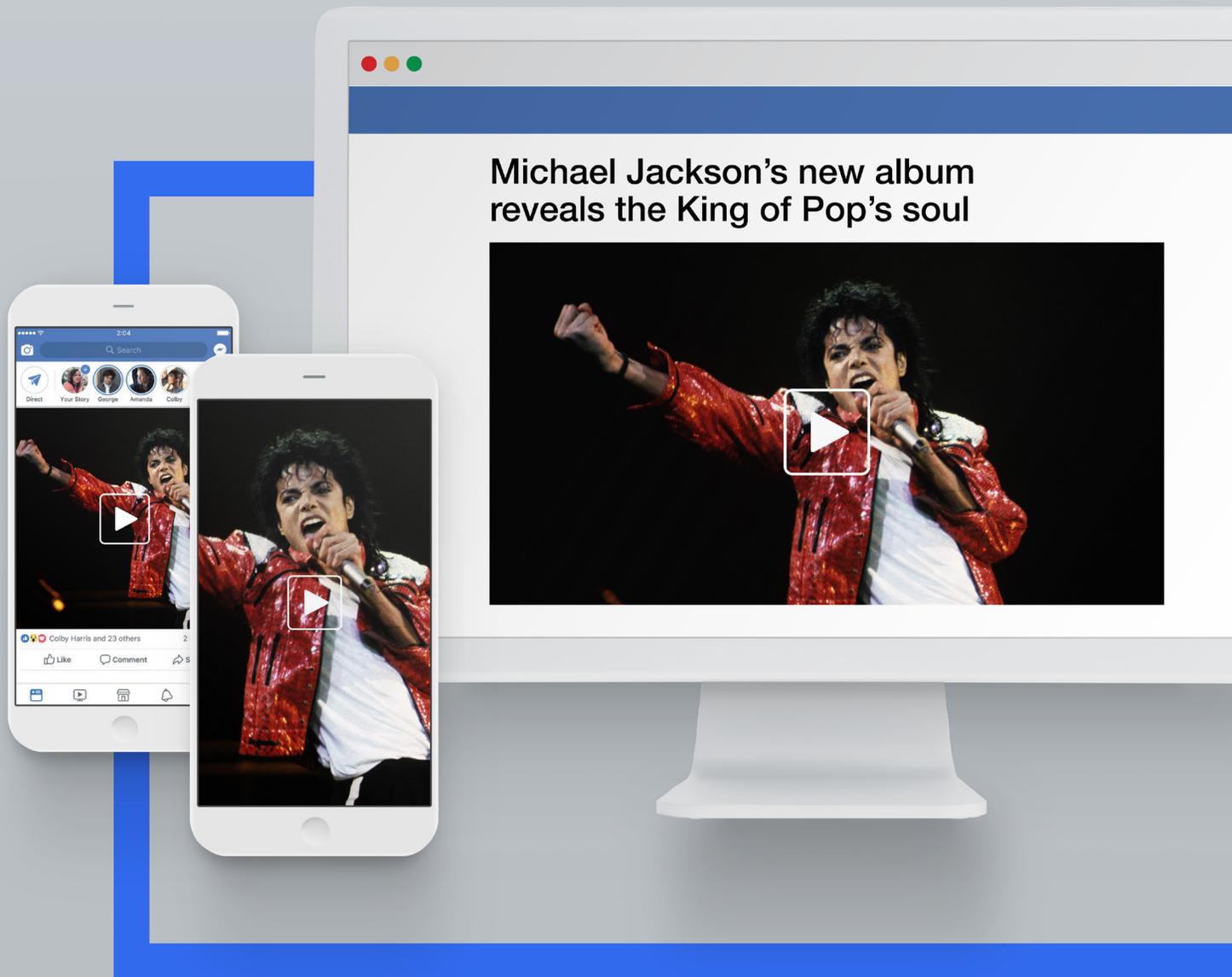


Expert Support

The Wibbitz in-house editorial team acts as both an extra hand and an expert consultant by providing daily Top Stories, training sessions, and expert advice for our partners. Top Stories are videos that cover breaking, trending, and evergreen stories in all content verticals, and are available for users to publish with their own branded graphic packages.

- In-depth training sessions during the onboarding process for new clients
- Workshops, tutorials, and resources around Control Room features and best practices
- Consultation on video editorial and business strategy
- Global team spanning three time zones and producing content in English, French, and Spanish

Video Storytelling Across Multiple Platforms



Audiences are increasingly distributed across platforms and screens, and video is the best way to reach them – but one size does not fit all. The Wibbitz Control Room makes it possible to duplicate videos in a click, format videos for their intended platform, and share them across platforms in the time they're still trending.

Snippets for Snapchat and Instagram Stories

The Wibbitz Snippet is the first tool to automatically create 10-second vertical video clips with heavy text and dynamic graphics. Designed as an animated tease or headline for a story, this vertical video type entices audiences to further engage with content on social feeds, especially on Snapchat and Instagram Stories.

Wibbitz in the Press

This Startup Is Helping Speed Up How Publishers and Advertisers Create Social Videos
[AdWeek](#)

As Online Video Surges, Publishers Turn to Automation

New York Times

Don't fight the format: Readers becoming viewers is an opportunity
[Digiday](#)

Wibbitz is Cutting Edge Automated Video Creation for Publishers
[Forbes](#)

Publishers aim for quantity with automated video production
[Business Insider](#)

What News-Writing Bots Mean For The Future Of Journalism
[Wired](#)

Automated video creation startup Wibbitz raises \$20M

TechCrunch

The Age of the Cyborg
[Columbia Journalism Review](#)

'Forbes' Partners With Wibbitz To Produce AI-Inspired Video
[MediaPost](#)

Bonnier Partners with Wibbitz to Produce Video Content
[Folio](#)

Now news videos can be created by software
[BBC](#)

100 of the most exciting startups in New York City

Business Insider

Wibbitz's Zohar Dayan on Turning Text Articles Into Videos
[Cheddar](#)

When Video Inventory Is Scarce, Bonnier Turns To Automation
[AdExchanger](#)

'Go Square' To Win At Facebook Video: Wibbitz CEO
[BeetTV](#)

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