

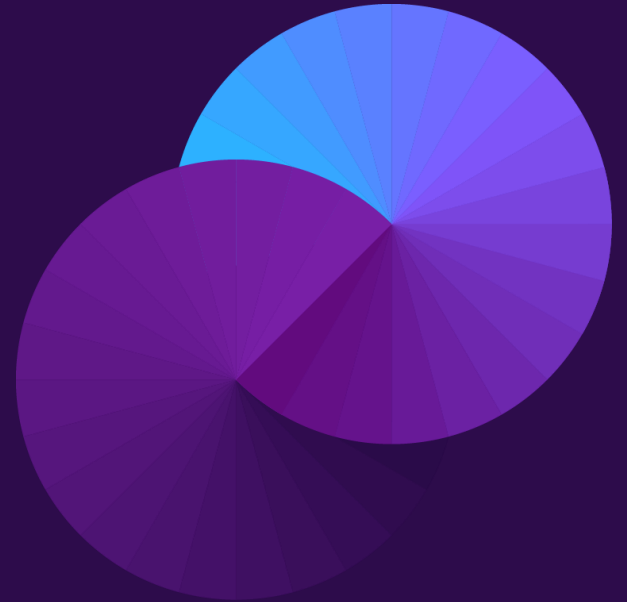
# Tout

Video Social Network



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# What is Tout?

Headquartered in San Francisco, Tout is a social media platform that allows users to shoot 15-second video status updates via smartphones and webcams. These short videos can then be shared either through the usual social channels, or published on personal websites via the Tout Widget and API.

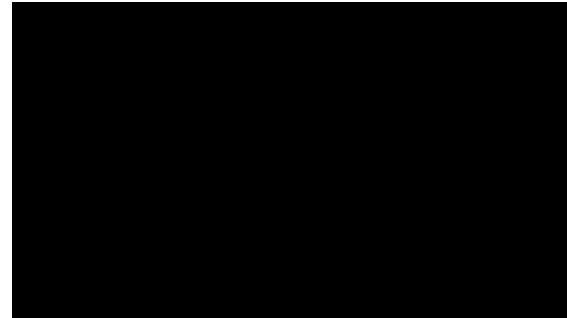
Touts can be considered real-time video tweets. In fact, users can use hashtags and handles, as well as follow other users who are publishing videos on the webpage.

Users can watch video updates from celebrities and friends alike, record their own Touts, and share the best of both with friends and family.

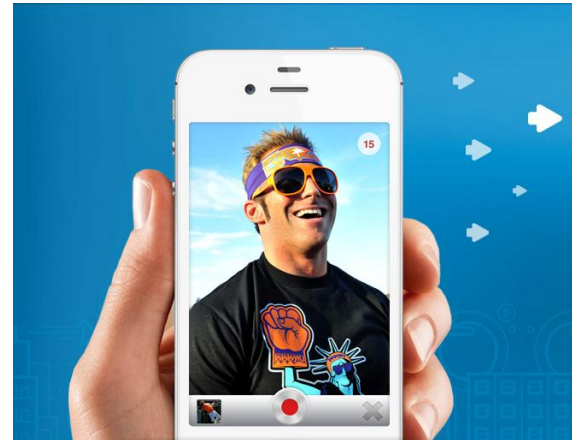
The features which are part of Tout are:

- High quality video,
- real-time updates and
- 'video everywhere'.

These features make sure users receive the updates from the other Touters they follow.



Click to  
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Video](#)

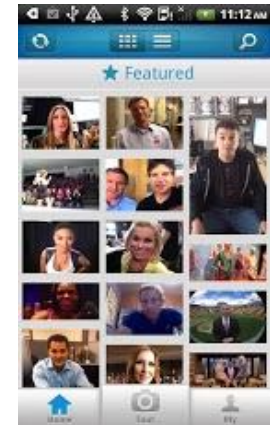
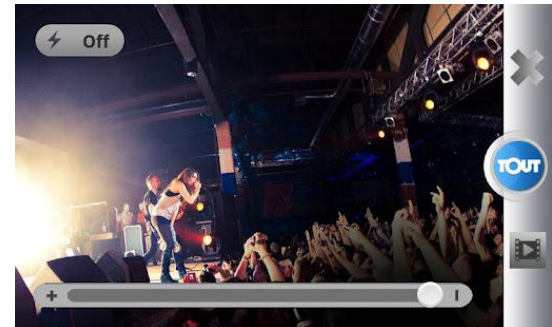


Homepage  
Screenshot

# Some Stats

- 23M users worldwide
- 13M average monthly visitors to webpage and application
- 75M Touts shared overall
- 30% average monthly traffic increase monthly

Tout is available worldwide, and mostly used in the United States.



# Similar Websites



## Viddy

Viddy — a video-sharing app for iPads, iPhones and Android phones — allows users to post videos of 15 seconds or less. The app has come to be known as "Instagram for videos" because of its ability to easily edit footage shot on smartphones with special effects, colour filters and music soundtracks. The app has simplified the process of sharing clips on the major social networks.



## Socialcam

Socialcam is a free video sharing app released in March 2011 by Justin.tv that allows mobile users to quickly and easily upload videos to social networks and share with others via SMS or email. The app has no time limits for videos. Socialcam has gathered significant popularity with 36 million members as of May 2012.



## Vodio

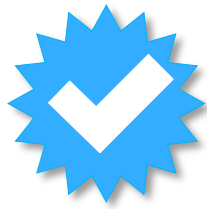
More than a social sharing video app, Vodio lets its users create their personalized video streams from dozens of content services. Users can watch the most talked about videos. The app has rolled out a new iOS design which turns any Facebook Page or Twitter profile into a video channel, and adds in more content from YouTube along the way.



## Kondoot

Kondoot is a social media company pioneering a new virtual platform – Social Live Video – an innovative, fresh and fun combination of social networking and live-streaming video. Kondoot has changed the way the world communicates, providing vast opportunities in areas of promotion and education, and facilitating shared personal moments with friends and family around the world.

# Tout and Brands



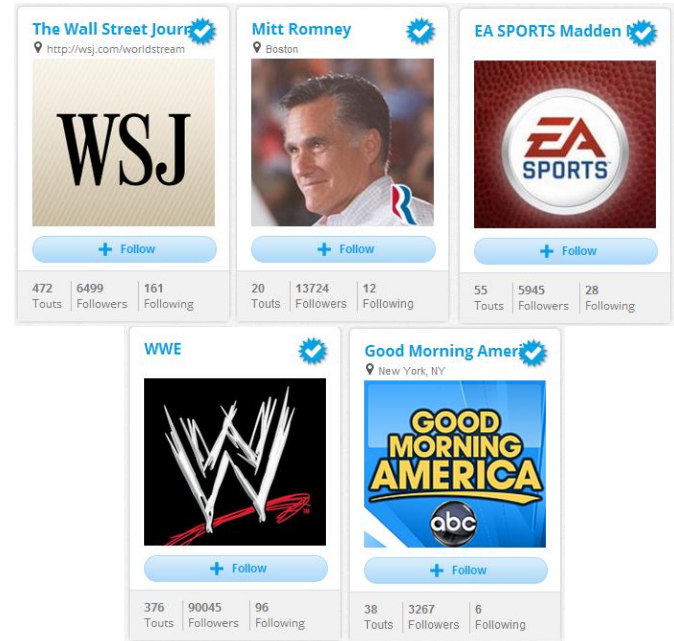
Although Tout is currently mostly used by celebrities, it can be a useful tool for brands as well.

Tout is a way for brands to engage more meaningfully with their fans.

There are different ways brands could use Tout in their social strategy:

1. New product updates and previews.
2. Behind-the-scenes sneak peek.
3. Real-time updates from events. Tout videos are only 15 seconds, so viewers will have just enough information to pique their interest.
4. Ask for Feedback.

The advantage with this App is that videos can be recorded and posted in real time and shared right away on the main social networks, such as Facebook and Twitter as well as via SMS and email.



# TOUT™

## Life's Moments

Contact @ Tout: [partnerships@Tout.com](mailto:partnerships@Tout.com)

Launch

April 2010

Users

23M

**6 words**

Broadcast, video live updates, social sharing

**Fact**

Shaquille O'Neal touted his retirement and drove 500k viewers in 3 hours.

# Thank you