**vidio.tv**

Logo Brief

* Too much content out there, so what are people watching?
* The TV is only a “big screen” these days and content is shared and flicked from device to device whether this be professionally produced content or UGC such as YouTube/Social etc.
* **Content and entertainment or “content-iment” focused; this is a key element around content sentiment, not just ratings but social media recommendations, torrent recommendations etc.**
* It’s all about watching the best content whether this be movies, TV, Sports, UGC...etc. etc
* It's all about sharing recommendations about the best content and we help you find it.
* It's fun
* It's cool
* It's sexy

Examples of other sites include:

* <http://www.trendrr.com>
* <http://zeebox.com/>
* <http://www.shodogg.com/>
* <http://www.flixflip.com/>
* au.fango.yahoo.com