

AVNation and rAVE [Publications] Announce Exclusive Partnership

Exciting news for content cravers in the AV community - our very own rAVE [Publications] is announcing a partnership with AVNation, founded by Tim Albright, to now carry AVNation media exclusively. AVNation, known primarily for its weekly podcast AVWeek, will also soon be launching three additional podcasts: HOWcast, the LIVElife and DoItYourself. All of these podcasts will be hosted and available for listening to on the rAVE [Publications] website. And if that isn't enough to get your AV-media-geek engines going, we'll also be launching an exclusive video cast in Spring of 2012.

The popular AVWeek podcast launched this past summer after a bit of Google Plus banter between Tim Albright and a few other creative AVTweeps. Tim, whose prior experience in the AV industry was in broadcasting, both radio and television, thought the AV industry could use a medium such as a podcast for getting information.



“The audiovisual industry has a vast pool of knowledge available when it comes to the written word,” said Albright. “However, there was nothing that was the equivalent of a television or radio show. So, the real question was, how are AV industry professionals different than others? They aren't. If they are not different, then there is a market for audio and video content for the AV professional to consume. If you want to read, you have that opportunity to do so. However, if you want to get the latest news and information about the AV through a radio show in an entertaining manor, that's where we come in.”

So, what happens when you combine a content-filled digital media publication like rAVE and a broadcast media team like AVNation? An awesome partnership that shows how the more businesses work together, the more everyone wins.

“We are excited about our partnership with rAVE publications because each of us do what we do well,” said Albright. “The opportunity to build a vast treasure chest of information and commentary for the industry is very exciting. There have been many rAVE bloggers writers on our panels in the past, and hopefully well into the future. As AVNation grows so will our ability to offer a variety of content for rAVE and their subscribers, such as in-depth programs on different markets, long form interviews with industry leaders, and much more.”

To date, the AVWeek podcast has featured such notable AV industry guests such as Gary Kayye, Kevin Iselli, Matt Scott, Dawn Meade and more. Topics have ranged from tradeshow, to analog trade-in systems, and even high-fiving the Green Giant. Yeah, that guy.

What's most exciting is the partnership between rAVE and AVNation.

“Tim has done a great job with the podcast over the last few months,” said Sara Abrons, editor of rAVE. “He asks interesting questions, is an articulate and engaging host and finds interesting people in the industry to have on the show. We've always wanted to do a podcast at rAVE, so we were really happy when he said he wanted to partner with us.”

This partnership opens up all of the media content to a wider, and possibly new audience. So, fans (including old, new and future) of both rAVE and AVNation are sure to not be disappointed.

To listen to the podcasts, visit <http://www.ravepubs.com/avnation>