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TheStreet Partners with Wibbitz to Accelerate Digital Video Production

NEW YORK, June 15, 2017 /PRNewswire/ -- Wibbitz, the leading AI-powered video creation company, today announced that it has partnered with TheStreet.com (a business unit of TheStreet, Inc., NASDAQ: TST), the acclaimed source of unbiased business news and market analysis. A team of editors at TheStreet will manage Wibbitz's creation platform to produce videos for its website, social platforms, and mobile app. The partnership will introduce automation technology into the newsroom in order to grow in scale and [improve efficiency of video workflow](#).



In addition to financial news and information, TheStreet produces broadcast-style video featuring well-known analysts and journalists. Wibbitz's patented text-to-video technology will multiply video production and keep pace with the 24/7 breaking news cycle by automatically generating rough-cut videos from article RSS feeds within seconds, which can then be quickly reviewed, edited and published by TheStreet's editorial team in near real-time.

"Wibbitz's automated technology simplifies every step of video production without lowering our quality standards, so we're able to diversify our video offerings with bite-sized, mobile friendly videos that are different from the ones produced by our editorial team," says David Callaway, Chief Executive Officer of TheStreet, Inc.

"With a well-developed team of in-house video editors, TheStreet has built a strong video presence within the dynamic business world. However, it's difficult for any publisher to meet audiences' growing appetite for video without automation," says Zohar Dayan, Co-founder and CEO of Wibbitz. "We're excited to partner with TheStreet and to see how they further implement different levels of automation into their daily video creation workflow."

For more information, visit www.wibbitz.com and follow on [LinkedIn](#), [Twitter](#) and [Facebook](#).

About Wibbitz

Wibbitz is the leading AI-powered video solutions company for publishers. Partners including Reuters, Forbes, CBSi, Bonnier, Time Inc., and FOX Sports use its text-to-video technology to automatically produce custom branded, short-form videos at scale. Wibbitz supports video creation and distribution for over 400 publishers, helping to increase audience engagement and ad revenues across desktop, mobile, and social. Founded in 2011, Wibbitz has offices in NYC, Tel Aviv, and Paris.

About TheStreet

TheStreet, Inc. (NASDAQ: TST, www.t.st) is a leading financial news and information provider to investors and institutions worldwide. The Company's flagship brand, TheStreet (www.thestreet.com), has produced unbiased business news and market analysis for individual investors for more than 20 years. The Company's portfolio of institutional brands includes The Deal (www.thedeal.com), which provides actionable, intraday coverage of mergers, acquisitions and all other changes in corporate control; BoardEx (www.boardex.com), a relationship mapping service of corporate directors and officers; and RateWatch (www.rate-watch.com), which supplies rate and fee data from banks and credit unions across the U.S.

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