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KIT Digital Has Bolstered Focus on Three-Screen Video



KIT digital, a jack-of-all trades company that can produce videos for clients, deliver them over their own global CDN, and monetize them, will continue to strengthen its focus on mobile and TV through set-top boxes in 2009, Head of the Americas Dan Rosen told me at the Beet.TV studio.

"We've moved over the past to also deliver to mobile and to TV through the set-top box, so we're very much focused in helping our clients engage across those three screens and monetizing their assets across those three screens," he says.

KIT has completely transformed since it was called ROO Group, and in the segment, Rosen describes the company's global focus and its goals for 2009.

--Kelsey Blodget, Associate Producer

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