

Wochit is a video creation platform that empowers newsrooms, media companies and brands to expand audience engagement through the power of social video. Worldwide media brands such as Time Inc., Daily News, USA Today, Gannett, The Week, ProSieben, Singapore Straits Times, Focus online and Der Spiegel use Wochit to produce short-form videos around trending topics at the scale and speed required in the video-first, mobile era. With rights-cleared assets from AP, Reuters, Getty, Bloomberg and others, cloud-based editing tools and native uploads, horizontal and vertical videos are quickly created and distributed across all social and digital platforms.

Wochit is among the 2016-2017 EContent's Top 100 companies in the digital content industry as well as the winner of both the Gutenberg Prize for its disruptive technology in the field of journalism and Digiday's Best Video Technology Innovation for its significant impact on publishers' bottom line. The Company is backed by Redpoint Ventures, Marker LLC, Cedar Fund, Greycroft Partners, Singapore Press Holdings, ProSieben, Carlo de Benedetti, and Press Association.

Headquarters: New York, with offices in London and Tel Aviv.

Founded: 2012

Founders: Dror Ginzberg, CEO, Ran OZ

Total Funding: 28 million dollars

Main features: ([How-it-works video](#))

- Extensive editorial and creative media library from Reuters, Getty, AP, Stringr, WENN, Bloomberg, Twitter, Facebook, Instagram, and others
- Easy to use video editor that anyone can master
- Ability to create a unique brand identity via customized graphics, animations, content, voiceover, and text
- Integration with video players and MRSS feeds
- The ability to create localized content, on every language
- Self-narration option, in addition to voice-over talent network that record professional voice over in minutes.

Video examples:

- [CBS Pandas](#)
- [Rotten Tomatoes](#)
- [L'Express Euro](#)
- [Human Kind](#)

Customers: 350+ content brands are creating videos with Wochit including Time Inc., CBS Interactive, Gannett, Daily News, The Week, ProSieben, Gruppo Espresso, Singapore Straits Times, Focus online, Der Spiegel and The Huffington Post.
