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Wednesday, September 20, 2000

08:27 AM ET

Nibblebox Launches Broadband Entertainment Site

Broadband entertainment web site **Nibblebox** has debuted featuring short video and animation content created by college students. Nibblebox identifies students with promising projects and pairs them with tools and industry mentors. The company currently has agreements with 40 industry figures to act as mentors, including company co-founder and movie director Doug Liman ("Swingers," "Go"), director Wim Wenders ("Buena Vista Social Club"), and other actors and directors. Students, mentors and Nibblebox share profits if the project gets picked up for further development.

Nibblebox.com offers eight episodic programs updated weekly, including "Sorority Crime Fighters" and "Virtual Rob," which lets users control the movement of an animated version of the animator. The company plans to make money from content syndication, licensing and on-site advertising. Nibblebox has raised \$6 million in funding from venture capitalists Knowledge Universe, Entertainment Media Ventures and Windsor Media. The company competes with broadband entertainment sites CollegeBroadcast.com and BurlyBear.com.