

<http://www.pocket-lint.com/news/16637/friends-reunited-adding-more-videos>

## Friends Reunited looks to video to boost figures

Following on from fee scrapping

by Katie Scott published on 5 August 2008

ITV-owned Friends Reunited is hoping to pull in more visitors to its website with added video content.

The social networking website has already made a radical change by scrapping the fees it used to charge subscribers before they could contact old school or work friends.

However, now the focus is on videos.

Andy Baker, managing director of Friends Reunited, said that, with video views "going extremely well" for ITV.com, the company wants to bring more video to Friends Reunited.

Nielsen figures for the main Friends Reunited site are predicted to reveal that it attracted five million visitors last month, which is a record number for the site.

Nielsen figures for June show it attracted 4.1 million visitors to the main site, up from two million in April.

