

SciFiNow.co.uk partners with MovieBeat for video content

Popular sci-fi magazine website reveals all-new video features as part of its expansion

The UK's best sci-fi magazine, *SciFiNow*, has announced that its website, www.scifinow.co.uk, is to be enhanced with a fantastic new feature. In partnership with Moviebeat, the website will now host video content for all the latest sci-fi blockbusters, including interviews, trailers and premiere reports.

The new addition to the website will give users the chance to see incredible behind-the-scenes footage, the very latest blockbuster previews and loads of red carpet action. So far scifinow.co.uk has hosted a series of *Dark Knight* interviews and *The X-Files: I Want To Believe* premiere report, with much more to follow. As a result of the partnership, the website will soon host behind-the-scenes featurettes and interviews for *The Mummy: Tomb Of The Dragon Emperor*, *Star Wars: The Clone Wars*, *Hellboy II: The Golden Army*, *The Strangers* and *Death Race*.

Moviebeat is a division of The Picture Production Company, the largest film marketing agency outside of LA, responsible for the production of many trailers, TV advertisements, DVD featurettes and EPKs for major studios such as Universal, Paramount, Sony and Disney. As part of PPC Moviebeat has access to a phenomenally talented production team, which means that its video content is cut by the same team responsible for cutting blockbuster trailers like *Quantum Of Solace* and *Wanted*.

"It's a fantastic development" said Aaron Asadi, Editor-In-Chief of *SciFiNow*, "With Moviebeat on board there's very little we can't offer with our website; we're delighted with the results already. With this addition following the news blogs, reviews and podcasts, scifinow.co.uk is becoming one of the most comprehensive sci-fi websites out there and what's more it will only ever get better."

www.scifinow.co.uk was launched alongside *SciFiNow* magazine in 2007 and has continued to grow from strength to strength.

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