Brad Fallon Launches UQast, the Next Wave in Sharing User Generated Digital Content

Image Gallery

Brad Fallon's Uqast

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Online PR News – 01-December-2010—Brad Fallon, Internet media innovator, unveils UQast this week, which promises to be the world's first significant platform to monetize the vast online ocean of user-generated content. UQast is a powerful, free website that enables anyone with valuable digital media to build an audience by showcasing content in any format.

According to Brad Fallon, whose Internet companies have generated $114,000,000 in actual collected revenue in the last five years, UQast was created to connect people who want the best content with the people who create it. "It's amazing that the major search engines comb the billions of memory banks around the globe to collect and categorize information, and the only thing that gets read are the ten websites that make the first page. We designed our patent-pending Review Rank algorithm to recognize quality of free content over the size of the marketing budget. Our software will rank free content based on reviews of the users, and the expertise of those submitting reviews."

UQast also provides a free digital media store, and its members can monetize from any website in the world that embeds the user's digital media. UQast's innovative transaction engine offers 1-click upsells, downsells, micropayments, and more. And yet, with no pre-roll ads, no post-roll ads, and no pop-up ads, for the first time ever the user can make money on the Internet without advertising expense. Until now, the only two ways to monetize have been to spend money on serious Search Engine Optimization (SEO), or to buy Pay-per-Click ads such as Google Ad Words.

"For the first time ever, a website can host all digital media in one place; whether that be articles, audio, video, teleseminars, music, e-books, tutorials, white papers, webinars, documents, power point presentations. And with the site linked to Amazon's S-3 cloud-based hosting service, there is

no limit to how many viewers can be on site at the same time", says Brad Fallon enthusiastically.

The members set their own prices, and there is even a Tip Jar via micro payments for appreciative viewers to contribute, and that money is shared with those who directed traffic to the site according to a formula selected by the UQast member. There is a win-win, no-lose, two-tiered income stream for members. The list of features and benefits goes on and on. In UQast, Brad Fallon has launched a killer-torpedo, and YouTube publishers can now have more control of thier shared content on the UQast platform.

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