

Saxo Bank Launches New Video Channel For Forex And Equity Programmes



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Saxo Bank, the specialist in online trading and investment, is launching a new one-stop video site for its market commentary, interviews and educational programmes.



The Bank produces many hours of financial news and analysis from its own state-of-the-art studio at its head office in Copenhagen, Denmark. The studio is in daily use by Saxo Bank's team of analysts providing comments to international and local TV stations such as CNBC and Bloomberg.

Videos for Saxo Bank's websites have been hosted by Saxo Bank using third-party servers and are shown on several websites within Saxo Bank and sharing sites such as YouTube. The new video site uses a web-TV platform from 23Video, a Danish web start-up.

"Video is becoming increasingly important as a way of reaching investors with commentary on the markets and educational programmes for traders that are new to online markets," said Dinis Guarda, Global Head of SEO and Social Media Strategy at Saxo.

"We have been running a weekly [Forex](#) and equities update since May last year and have produced around 250 trading strategy videos featuring interviews with Saxo Bank's analysts for the www.tradingfloor.com website," he added.

"The new platform allows us far more flexibility when sharing that content and finding new uses for it. We can also measure the response to our videos far more accurately with the new platform."

Saxo Bank will continue to showcase its content on other video sharing sites. Content from Trading Floor is featured on the Reuters Insider video site launched on May 11.

The new platform features content from Trading Floor, Saxobank and Trading Floor's two Spanish language sister sites - SaladeInversion.es and SaladeInversion.com - with news and interviews from Team Saxo Bank cycling team published on saxobanktakingthelead.com.

About Saxo Bank
Saxo Bank is an online trading and investment specialist, enabling clients' [Forex Trading](#) and [CFD Trading](#) as well as Stocks, [Futures](#), Options and other derivatives, as well as providing portfolio management via SaxoWebTrader and SaxoTrader, the leading online trading platforms. SaxoTrader is available directly through Saxo Bank or through one of the Bank's global partners. White label is a significant business area for Saxo Bank, and involves customised and branding the Bank's online trading platform for other financial institutions and brokers. Saxo Bank has more than 120 white label partners and boasts thousands of clients in over 180 countries. Saxo Bank is headquartered in Copenhagen with offices in Australia, China, the Czech Republic, France, Greece, Italy, Japan, the Netherlands, Singapore, Spain, Switzerland, UK, and the United Arab Emirates.

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