

# Autheos video acquisition completed

July 21, Icecat and [Autheos](#) jointly announced to have reached an agreement on the acquisition of the latter. The Autheos video syndication business is transferred to Icecat per September 1. Now, the real work starts. Therefore, in the coming days, we'll import the Autheos video database in Icecat. And, next, we'll start working on the technical transfer of clients to Icecat LIVE. Several clients like Intertoys and BOL, already made the switch to Icecat before. Because of that, we have a good understanding of how to do it. In one case, by importing video files into a client's video cloud. In another case, by using Icecat as a video hoster. And, in still another case, by using granular [Icecat LIVE video calls](#). The latter is very similar to the JavaScript-based technology of Autheos. The flexibility of Icecat to support the needs and wishes of each client makes switching very easy.

## Benefits of switching to Icecat

What are the other advantages of switching to Icecat? First of all, Icecat can provide full coverage of a retailer's portfolio, in terms of product data-sheets, or in terms of completeness. Secondly, apart from video, Icecat offers any type of rich media, such as 3D, product stories, image galleries, feature logos, energy labels, etc., etc. Thirdly, Icecat can provide you with [brand authorization support](#) to manage the authorizations by your vendors for using copyrighted materials. Finally, Icecat can provide a [Free Vendor Central](#), where your vendors can add any missing product content, without any cost. Make sure that you join this program!