

# Intertoys Includes Videos in its Online e-commerce Platform

[Intertoys](#), the Dutch toys retail chain that operates with around 200 stores and a webshop in The Netherlands, includes Icecat hosted videos on its website to further improve its online visitor experience. [Last year](#), Intertoys mapped its taxonomy to the Toys Data Model standard. To save time, especially regarding the manual downloading and uploading of product images and other rich content. To further optimize engagement and conversion rate, Intertoys includes now also the Icecat videos in its e-commerce platform.

## Intertoys includes Videos from authorizing brands

Intertoys asks all the sponsoring Open Icecat brands to make their video content available via the Icecat cloud. Or, in the case of non-sponsoring brands, after [registration](#). To easily upload their video content for free via [Icecat Free Vendor Central](#) in different formats. Additionally, Intertoys will send out an authorization request to its toy vendors via [Icecat's brand authorization tool](#). The tool administers the authorizations of Intertoys by brand owners. Without the explicit permission of a brand owner, Icecat will not lift syndication restrictions regarding the brand. Therefore, Intertoys will not display the respective hosted videos on its website, unauthorized.

## Make product videos available to

# Intertoys

It is easy to [register](#) in three steps for an Icecat Free Vendor Central account. This environment is available for both Open Icecat sponsors and non-sponsoring brands. In case you have any questions about how Intertoys adopt Icecat hosted videos, please contact your local Account Manager, or [contact us](#) directly online.