

Wieck Provides Live Streaming Auto Show Coverage on Kelley Blue Book's KBB.com

April 6, 2017 - Wieck, a 25-year-old Dallas area digital agency, will provide its live stream coverage of press events at major auto shows and events to Kelley Blue Book www.kbb.com, the vehicle valuation and information source relied upon by consumers and the automotive industry.

Wieck - a specialist in web development, content management, and multimedia production - already provided live streams from the 2016 Los Angeles Auto Show, the 2017 Consumer Electronics Show (CES) in Las Vegas and the 2017 North American International Auto Show (NAIAS) in Detroit. Next week, it will provide streaming coverage from the 2017 New York Auto Show (NYIAS).

The service includes live video feeds direct from the auto show floor placed on Kelley Blue Book's auto show news section at www.kbb.com. The video is archived for use by the more than 20 million unique KBB.com visitors each month who go to the site for reviews and multimedia content before making their automotive purchase decisions.

"Kelley Blue Book wants to put consumers in the driver's seat by enabling them to experience live automotive press events, which are typically targeted to automobile journalists," said Jack Nerad, executive editorial director for Kelley Blue Book. "Now anyone -- consumers, automotive professionals and enthusiasts alike -- can watch these events in real-time.

"Wieck consists of industry veterans who understand the technology side better than anyone," said Nerad. "With Wieck handling the heavy technical lifting and delivering us high-quality live video streams, we can concentrate on our overall coverage of the shows so our consumers are the big winners."

"We are excited about partnering with Kelley Blue Book, the highly visited and respected automotive site frequented by millions of unique monthly visitors," said Tim Roberts, CEO Wieck. "Kelley Blue Book is a blue chip brand which commands much respect in the industry and because we already work with many of the OEMs, this additional exposure on KBB.com will be a great benefit to all involved."

About Wieck:

Wieck, based in Richardson, TX, is a digital agency and technology provider that works with major corporations to develop, distribute and manage content through the use of leading-edge technology infrastructure and unique digital solutions.

In addition to numerous domestic and international automotive clients, Wieck also provides services to Baylor Scott and White Health Care, Hess, Neiman Marcus, The New York Times Syndicate Services, Six Flags and Southwest Airlines, among others.

For more information on the Kelley Blue Book streaming product or any other technology related solution, contact: Marc Newman, 469-215-2557, marc@wieck.com

<https://mediaroom.kbb.com/wieck-live-streaming-auto-show-coverage-kelley-blue-book>