



How Web 2.0 Changes the Voice Over Market

New voice over portal www.bodalgo.com offers free automatic audition system saving voice seekers agency fees, time and hassle.

Munich, Germany, September 24, 2008 --(PR.com)-- When it comes to finding the perfect voice for spoken word projects like TV-ads, audio books, games, telephone system etc. more and more companies chose online portals to find the ideal candidate. For three good reasons: Getting the job done through the web saves hassle, time and money. At least if the portal of choice is offering its database for free.

A new candidate in the web 2.0 is the [voice over portal bodalgo](http://www.bodalgo.com) offering a range of nearly 500 talents speaking two dozens languages. The unique key factor, though, is bodalgo's ability to completely automate the audition process, making the talent search not only very easy but also very cost effective: The client saves agency fees and studio costs as most of today's talents own a recording studio.

All a voice seeker - be it a producer, film maker, ad agency or web designer - needs to do is getting his/her job online. bodalgo then searches automatically for voice over pros that fit to the audition details and invites matching candidates to leave a quote for the voice seeker who will then chose his/her favorite talent. The time invested in a typical project is less than ten minutes. Money invested: zero.

The idea seems to appeal voice talents and seekers: “While other portals have their strength in native American voices, bodalgo's strength lies in the European voice over talent market” explains Armin Hierstetter, founder of bodalgo. “We just started in January 2008 and had fantastic feedback from both voice seekers and talents.”

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Contact Information:

bodalgo.com
Armin Hierstetter
+498976758240
info@bodalgo.com
www.bodalgo.com/index_english.php

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