



# Online Pay-TV Platform Turns YouTube Channels into Mobile TVApps

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*Free web service instantly turns YouTube channels into mobile apps that make money like TV network apps with pay-per-view, commercials and subscriptions.*

**SAN JOSE, CA, June 1, 2014** – Silicon Valley entrepreneur Peter Redford, whose technologies are used by most of the world's biggest computer and media companies, is launching ILOOK, the world's first over-the-top (OTT) pay-TV platform. Redford is also offering a \$50,000 prize to YouTube channel owners.

ILOOK instantly turns **YouTube channels** into **TVapps** that appear on the mobile screen alongside TVapps from major **TV networks** like CNN and MTV. YouTube channels effectively become TV networks, making money with pay-per-view, subscriptions and commercials. The platform eliminates proprietary set-tops and plays on TV and mobile screens. It extends the traditional pay-TV business model to include long-tail video and monetizes it by creating a TV marketplace for video aggregators, video owners, and advertisers.

A YouTube channel is turned into a mobile TVapp by filling out an on-line form on the ILOOK website. The TVapp is automatically submitted to all supported mobile app stores. After the TVapp appears in the mobile app stores (which takes about one week) it is used by TV viewers as a program guide to the TV network. The Apple app store is supported now and Android will be supported later this year.



All major TV networks have recently published their cable channels as mobile TVapps. “Owners of long-tail YouTube channels are now able to attract attention and monetize like traditional TV networks, by co-locating on the same mobile screens with cable channel apps like CNN and MTV”, said Redford. Redford expects that thousands of YouTube channels will soon be turned into TVapps that cover the same narrowly defined interests that are currently covered by over 18,000 print magazines. “TVapps, like print magazines before them, will command CPMs that are four to eight times higher than CPMs for more broadly focused major TV networks.”

### **Availability**

ILOOK will be available on June 1, 2014 at [www.ilook.tv](http://www.ilook.tv). To participate in the ILOOK beta program, please contact [redford@ilook.tv](mailto:redford@ilook.tv).

### **About the Company**

ILOOK Corporation was founded in 2009 by Peter Redford, Ngoc Do and Jacek Minko and is based in Silicon Valley, California. The company provides the world's first OTT (over-the-top) pay-TV platform. The platform instantly converts **YouTube channels** into **mobile apps** that appear on the mobile screen alongside **TV network apps** like CNN. YouTube channels effectively become TV networks, monetized by pay-per-view, subscriptions and commercials.

### **About the \$50,000 TVapp Contest**

Anyone can win \$50,000 by using ILOOK to **turn a YouTube channel into a mobile TVapp**. All the videos in the YouTube channel instantly show up in the TVapp but the YouTube channel stays intact. It's free, instant and uncomplicated. The chances of winning are especially high if the YouTube channel is already popular.

The \$50,000 winner will be the owner of the TVapp with the highest number of downloads from the Apple App Store when the total number of TVapps in the Apple App Store reaches 1,000.



For more information, please visit [www.ilook.tv](http://www.ilook.tv).

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