



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

**SAN JOSE, CA, June 9, 2014** – ILOOK, an over-the-top (OTT) pay-TV platform for YouTube channels, is announcing its launch today. The platform instantly converts YouTube channels into mobile TVapps that behave like television networks. Through this easy-to-use technology, anyone—amateur or celebrity personality—can now have their own TV network without the traditional barriers and regulations.

Whether you create your own workout instruction videos, like to cover Katy Perry songs or are already a YouTube sensation, you can now transform your channel into its own mobile TVapp for free!

To create a TVapp, users simply log in to their YouTube channel from [www.ilook.tv](http://www.ilook.tv). Once logged in, ILOOK automatically generates a mobile app and submits it to supported app stores where it becomes available for download by television viewers. TVapp video is viewable on the mobile screen, as well as any TV screen that is connected to the Internet via AppleTV, Chromecast or Xbox, allowing viewers to watch on the big screen or small.

ILOOK also offers advanced features that enable video syndication and monetization. Video owners can export videos into TVapps that they do not own, TVapp owners can import videos from video owners, and for a fee anyone can have their videos inserted across all TVapps as TV commercials. This gives everyday video makers the same exact revenue opportunities as larger media organizations—a unique offering for consumers.

Unlike traditional pay-TV services that exclude long-tail content, ILOOK extends the pay-TV business model to include long-tail video and monetizes it by creating a TV marketplace for video aggregators, video owners and advertisers. Owners of long-tail video are now able to monetize like traditional TV networks with TV commercials, subscriptions and pay-per-view. They can also attract attention like traditional TV networks by co-locating on the same mobile screens with cable channel apps like CNN and MTV.

Following the actions of major TV networks who have recently published their cable channels as TVapps, it's expected that thousands of YouTube channels will soon follow suit and cover the same narrowly defined interests that are currently covered by over 18,000 print magazines. Special interest and long-tail TVapps, like affinity print magazines before them, will command CPMs that are four to eight times higher than CPMs for more broadly focused TV networks.

Peter Redford, CEO of ILOOK stated “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. We're deeply excited to launch and bring these capabilities into the entertainment market.”



Television has been slowly moving away from an appointment format and into the anywhere, anytime arena. ILOOK is spearheading this movement by giving anyone and everyone the ability to become part of this groundbreaking movement in television history. What are you waiting for—it's time to TVapp your talents for everyone to see!

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 for YouTube channels. The platform instantly converts **YouTube channels** into **mobile apps** that appear on the mobile screen alongside **TV network apps** like CNN and MTV. YouTube channels effectively become TV networks, monetized by pay-per-view, subscriptions and commercials. [www.iLook.tv](http://www.iLook.tv)