**Online Pay-TV Platform Turns YouTube Channels into Mobile Apps**

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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 and Xerox PARC alumni, Peter Redford, launches the world's first OTT (over-the-top) pay-TV platform called ILOOK and offers a $50,000 prize to YouTube channel owners.

ILOOK instantly turns **YouTube channels** into standalone **mobile apps** that appear on the mobile screen alongside**TV network apps** 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 app (called a **TVApp**™) by filling out an on-line form and pressing the Publish button to automatically submit the TVapp to all 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 apps. “YouTube channel owners are now leveraging this trend to make money like traditional TV networks, by co-locating on the same mobile screens with cable channel apps like CNN and MTV”, said the company’s CEO, Peter Redford. Redford expects that thousands of YouTube channels will soon be converted into TV networks that cover the same narrowly defined interests that are currently served by over 18,000 print magazines. According to Redford, affinity channels, like affinity magazines before them, will command CPMs that are four to eight times higher than CPMs for general interest channels.

**Availability**

ILOOK will be available on June 1, 2014 at www.ilook.tv. To participate in the ILOOK beta program, please contact 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 app** (called a **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 not complicated. 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.

**About Peter Redford**

Peter Redford is a veteran Silicon Valley technology CEO and Xerox PARC alumni. Redford’s technology credits include AutoPlay, SoundBlaster, Flash, LeapPad, the graphical user interface (GUI) and AirPlay. Redford’s patents are licensed by most of the leading companies in the consumer electronics, computer software, computer hardware, video game and toy industries (including Sony, Intel, Microsoft, Samsung, Dell, Sega, Mattel, and many others).

For more information, please visit www.ilook.tv.

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