



# 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 ILOOKTV and offers a \$50,000 prize to YouTube channel owners.

ILOOKTV 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 unified TV marketplace for video aggregators, video owners, and advertisers.

The ILOOKTV platform lets anyone create a TV network by using a simple, three step process. Prospective TV network owners download a free **TVApp™** software module from the ILOOKTV website, link it with their YouTube account, and submit it to a mobile app store as their own app. After the TVapp is published, TV viewers use it 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

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

## 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 ILOOKTV 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. Here are the steps:

1. Use the ILOOKTV website to create a TVapp;
2. Link the new TVapp to an existing YouTube account;
3. Submit the TVApp to the Apple App Store.

The \$50,000 winner will be the owner of the TVapp with the highest number of downloads from the Apple App Store by 9/1/2014 or by the date that the total number of TVapps in the Apple App Store is 1,000, whichever comes last.

### **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.ilooktv.com](http://www.ilooktv.com).

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