

Hi my name is Paul Vizard. Thanks for downloading my ebook, --  
The YouTube creators guide to broadcasting on Amazon and Roku TV. I look forward to introducing you to the massive world of [IPTV](#)./ OTT (On The Top box)

I am guessing you already have an active Youtube channel with at least 50 videos, and some subscribers, AND, create regular content for your viewers. If not, I urge you to read more on the potential income opportunity, and then start right away to create your YouTube channel.

I am going to immediately lay out **5 top reasons** to look at expanding your YouTube channel to other platforms such as ROKU and Amazon Fire TV.

1. Youtube Earnings Under Pressure.
2. Massive Brand Opportunities. + Credibility
3. Huge Audience Seeking Your Content.
4. Own Your Own Network - Not Just a Channel
5. Subscription Model or Advert supported Income.



A little bit of information about me: I have been in the video creation and hosting business for almost 20 years and have been involved in development of websites and channels for IPTV 4/8 years.

In my younger days, I was a plus-2 golf handicap having worked for Arnold Palmer - and was also a club designer. What's golf got to do with it? As any golfer knows you need to have a **vision** of the shot you're going to make next and the result you expect to get. When you're fully committed to that vision and to that shot the good result is inevitable. Now I help others achieve **theirs**.

More recently in June of last year I was talking with a client, and he mentioned, "You're a really good teacher" I said how is that? He said "Well, you have a lot of knowledge and you are patient and how you explain things." My dad was a teacher and he probably gets a giggle out of that since teaching and coaching has not **ever** in my life been on my radar.

But, this conversation struck a chord with me and it's led me to today to take on the task of teaching people how to get the most out of their video content and how to broadcast a YouTube channel to millions beyond YouTube itself-in essence, to create a whole network on multiple platforms. I am also showing how construct a television show, how to broadcast a television show and market it. There has never been a greater time than now for **content creators to expand** their reach into other media platforms.

So, now that you know a little bit about me, let's have a talk about Roku streaming IPTV and the amazing growth going on in this segment of the market. It is so strong that it is literally replacing cable television.

Let's start by explaining exactly what Roku TV and Amazon TV is. Roku was founded by Anthony Wood who is also one of the founders of Netflix. They wanted to come up with a way to replace DVDs and still be able to deliver videos to customers that were subscribers to Netflix.

Roku is a box - or more recently a stick - that can attach to a television just like a DVD or VCR in the old days and play your videos through the internet. This allows for TV shows or even full movies to be streamed to your television set using your internet connection and one of these devices. Amazon Fire TV is a similar device with a slightly different menu navigation.



Even more recently, both Amazon and Roku have been releasing partnerships with television manufacturers to provide fully functional televisions containing the Amazon or Roku operating systems, in other words, changing how you navigate to your preferred streaming TV provider. The two most popular of these would be Netflix or Hulu at this time. There are also many free services too.

So, what can we actually view on a Roku or Amazon device - whether it be a TV or the box or the stick? Both services have access to applications that are programmed to work on the devices and TV sets. Navigate to the app, turn it on, and voila! You've got TV shows or movies on your TV outside of cable or satellite.

A more common term for this now is called cord-cutting. Some fascinating statistics for you; The numbers of Amazon Fire TV owners now top 50 million. Roku has recently surpassed 23 million subscribers and is still climbing. Traditional television as we know it through cable and satellite is losing approximately 100,000 subscribers per month. Cable still operates with about 90 million subscribers, but when you total Roku and Amazon together, you're almost at the same number already and both of these have only been in existence for a few years.

Think about that for a minute-ROKU and Amazon TV launched just a **few years ago**. Cable took **40 years** to get to their peak viewer count. Cord cutters are supplying the need -- to find an alternative to increasing prices.

One in 4 TVs sold today contain the ROKU operating system. Over 40 hours a week are watched by ROKU owners. Number of movies and TV episodes available on the Amazon Fire TV: 300,000. A massive **20 billion dollars** is expected to pass through ROKU viewers devices by 2020. Time to cash in!

So, let's get down to it. One of the most innovative parts of Amazon and Roku is that you have the ability to access their platform and provide them with content. In essence, your own channel just like Hulu or Netflix offers -- BUT -- branded as your own.

This is an **unbelievable opportunity** for content providers who make videos on a regular basis to get in front of these massive amounts of subscribers.

Imagine what you can do with your content, your brand, and your business by reaching tens of millions of customers on a regular basis. What's really cool is that you don't have to change what you're doing. If you already upload videos to YouTube, you keep that channel of course and obviously, it shows the number of subscribers you have there.

**However**, with your Roku Channel, it can mirror your YouTube channel and post videos to your Roku or Amazon Channel within a short time after you've already done it on YouTube.

Some say, yes but if I am on YouTube, I am also already on ROKU and Amazon TV in their channels.

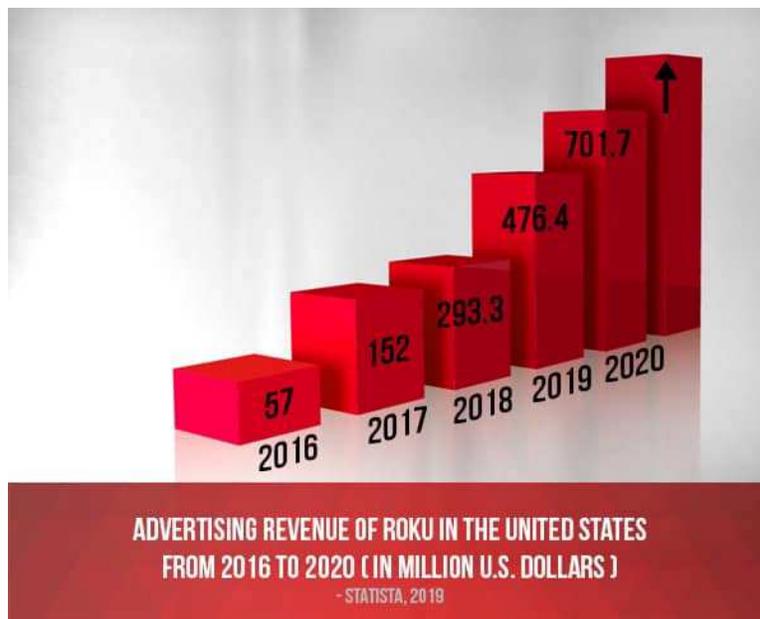
True. But 3 quick points on that: 1. You are subject to the viewer having to know your channel name, search and find it in these outlets. 2. You want to build YOUR brand, become a stand-alone resource. 3. Keep ALL the advertising dollars or subscriptions. Does YouTube or Amazon share their YouTube TV or Prime subscription income? **Nope.**

Some of the clients that we have produced channels for in the past include a hugely popular fishing girl in South Florida. And, one of the largest content of regular yoga and fitness programs in the country and even local and regional television stations. Local and regional television shows for real estate have been successful at increasing subscribers on Roku far surpassing those they've gathered on YouTube.

This is exactly why content creators should have a Roku and Amazon Channel. Computers and tablets are all well and good but at the end of the day we've been trained to watch our content on a television screen. It's no secret why YouTube has put out the limited Chrome TV stick and is developing their own television operating system.



This is all about visibility and flexibility in an ever-changing marketplace. Why would you want to ignore **70 to 80 million people** you could reach on a daily basis? Here are some wild statistics for you. Roku owners watch an average of 50 hours per week on their devices-that is huge. Cable TV is around 35 to 37 hours a week. Cord cutters are hungry for content and now's your chance to give it to them.



Let's talk **revenue and income**. Similar opportunities are available as they are on YouTube with pre-roll and mid-roll advertising. Or you can even build a subscription model charging a monthly fee for viewers to see perhaps membership-only content or special VIP content - you decide. So, now that you have a better understanding of what Roku and Amazon TV is, I'd love to dive in deeper and show you step-by-step how to get your content on these platforms.

### Three Typical Choices

Launch an advert supported Channel

Launch a Subscription Channel

Launch a Free Channel

My next program has a series of videos and documents that will lay out the blueprint and roadmap to increasing your customer and client views and base beyond your expectations.

Won't you join me? Let's get started on the next step?

I am offering a FREE 30 minute strategy one on one phone call to help you get your channel launched, and show how you can leverage your videos into more income, more distribution, and, build your brand.

**BOOK AN  
APPOINTMENT**



**Are you ready? Great !! Lets do this!**

Thanks for reading, I hope you gained some insight, and value.  
Paul -- Contact me at [www.rokudeveloper.com](http://www.rokudeveloper.com)