

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.

So a little bit of information about me. I have being in the video hosting business for almost 20 years and have been involved in development of websites and channels for IPTV 8 years, and own a local television station.

In my younger days I was a plus-2 golf handicap having worked for Arnold Palmer and also in the catalog business. Is any golfer knows you need to have a vision of the shot you're going to make next and the result you hope it gets you. When you're fully committed to that vision and to that shot the good result is inevitable.

More recently June of last year I was talking with a client, and he mentioned you're really good teacher and I replied you're out of your mind. But my dad was a teacher and he probably get a giggle out of that, as the thought never entered my head until then. But this conversation struck a chord with me and it's led me to today to take on a task of teaching people how to get the most out of their video content, and how to construct a television show, how to broadcast a television show and market it.

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. Let's start with Roku. 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 with 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 through your internet connection and one of these devices.

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 how how you navigate to your preferred streaming TV provider. Most the most popular of these would be Netflix or Hulu at this time.

So what can we actually view on a Roku or Amazon device will there be a TV or the box or the stick. Either service has access to applications that are programmed to work on the devices and TV sets. Navigate to the app turn it on and while I you've got TVs or movies on your TV outside of cable or satellite.

I'm more common term for this now is called cord-cutting. Some fascinating statistics for you include the numbers of Amazon Fire TV owners now top 50 million. Roku has surpassed recently 23 million subscribers and climbing. Traditional television as we know it through cable and satellite is losing approximately 100000 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 in both of these have only been in existence for a few years.

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 programming and provide them with content. In essence, your own channel just like Hulu or Netflix is a channel you can also have 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 million 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 while sure keep that channel of course and obviously that's your number of subscribers 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 of the clients that we have produced channels for include a hugely popular popular fishing girl in South Florida 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 its own television operating system.

So this is all about visibility flexibility in an ever-changing Marketplace. Why would you want to ignore 17 to 80 million people you could reach on a daily basis. Here's some wild statistics for you. Roku owners watch an average of 50 hours per week on their device 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.

So let's talk revenues. Similar opportunities are available as they are on YouTube with pre-roll 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 for 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.

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

Won't you join me let's get started on the next package.