

Beyond the Box: Ringz.TV Monetizes Streaming Video on iPhone

SAN FRANCISCO, July 25, 2012 -- Ringz.TV punches through the clutter with a new iPhone app for mobile video viewers. Breaking the one-channel-at-a-time, two dimensional television paradigm, the company calls its patented 4DTV approach “the Future of Television”.

Ringz’ free personal entertainment app organizes thousands of video streams into linked rings of ad-supported, user-selectable channels. Users tap to preview a channel, or double-tap to open a new ring of related channels. Pinching a preview zooms the video full-screen, where Ringz channels auto-play like linear television until the user changes channels. Selecting Apple Airplay wirelessly projects Ringz onto big screen TVs.

The result is a “two thumb TV” that radically reinvents the television experience. “Our research with hundreds of US digital TV households proves today’s viewers have a different relationship to entertainment.” says Robert May, Ringz’ CEO. “They sample hundreds of videos weekly, have short attention spans but are deeply engaged, love to surf and share, and expect a personal experience on every screen. We designed ‘drag-and-drop’ playlists for effortless “watch later” personalization and iTunes support because consumers don’t care where shows come from, they just want to watch whatever, wherever, whenever.”

JD Powers & Associates’ new [US Pay-to-View Report](#) confirms the trend towards mobile video consumption, reporting 18% of tablet users and 16% of smartphone users watched paid streaming video on their devices in early 2012, up from 11% and 14% in 2011.

Ringz’ free consumer apps are used to gather feedback and optimize the company’s white-labeled social TV platform, which it licenses to media player and television device manufacturers, media owners, and IPTV, cable and satellite operators for use as customer-branded, ad-supported content discovery, social TV, electronic program guide (EPG), and video-on-demand (VOD) apps and services.

The company’s focus on B2B monetization differentiates it from other mobile video services. May cited Dish Network’s Charlie Ergen’s recent call for change in traditional television: "...[broadcasters and advertisers have to change the way they do business or...run the risk of linear TV becoming obsolete.](#)" Said May, “Ergen’s call for new business models validates Ringz’ focus on enabling significant ad, VOD, and PPV revenue

from streaming video. Consumers want personalized entertainment from everywhere. Ringz is built to help device OEMs, content owners and MPVD operators make money from today's seismic shift towards "a la carte" television."

Download Ringz.TV free in the [iTunes Store](#), at [Ringz.tv](#), [facebook.com/ringz.tv](#), or [Twitter](#) @ringztv.

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Links:

JD Powers report:

<http://www.jdpower.com/content/press-release/KdeUH04/2012-u-s-residential-pay-to-view-study.htm>

Charlie Ergen WSJ quote:

<http://online.wsj.com/article/SB10001424052702303296604577452332545810776.htm>
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