

From: Brittany Cogle

To: CIO Mart Doyle

Subject: iStream

Currently Apple users can read news updates or see the scores of their favorite sports teams, but they cannot actually view these news updates in real time. I propose we invest in a live television streaming app called iStream, which would allow users to view their favorite TV channels in real-time right from their Apple device. With the average American watching almost five hours of live TV a day, we can see significant revenues from this app through a monthly subscription fee.

iStream is an app that can be downloaded to any iPod touch, iPhone, or iPad, and will allow the user to view live television channels straight from their devices. Both local and cable channels will be available through this app. Users can purchase individual channels, or they can purchase package of channels which would be organized by content such as Sports, News, Educational, etc. For example the Sports package would include ESPN, ESPN, ESPNU, CBS Sports Network, NFL Network, NBA TV, NHL Network, MLB Network, and the Golf Channel. If the app is purchased on one device, the app will be accessible on all of the user's devices at no extra charge. However, the apps cannot be running on multiple devices simultaneously in order to prevent multiple users benefitting from one user's subscription.

Revenue for iStream will come from monthly user subscription fees. Individual channels will have a monthly fee of \$5, or users can purchase an unlimited subscription with access to all packages for \$40 a month. Our primary cost will come from compensating TV channels for the ability to stream their channels. One potential risk with this app is that TV channels will not want their channel included in the package if they are not compensated enough. However, with such a large potential market as so many Americans watch TV daily, our revenues will outweigh our costs and TV channels will be interested in our app.

#### Works Cited

Hinckley, David. "Americans Spend 34 Hours a Week Watching TV, According to Nielsen Numbers ." NY Daily News, 19 Sept. 2012. Web. 24 Apr. 2013.  
<<http://www.nydailynews.com/entertainment/tv-movies/americans-spend-34-hours-week-watching-tv-nielsen-numbers-article-1.1162285>>.