Paul Womer

MIS 2501

Flash Research – Apple



We can dramatically increase revenue with iBroadcast, our latest revolutionary idea. This new service will allow a customer to choose and pay for only the television channels they decide to purchase. This service will differ from the TV shows and episodes that are offered on iTunes, hulu, and Netflix because it will be live.

iBroadcast will be delivered to customers through iTunes. iBroadcast will be compatible with smartphones, pc/mac, tablets and televisions. There will be a tab on the site for iBroadcast, inside the tab you will be shown a list of network and cable television channels to choose from. Some of the lists will be bundled together for a discounted price, while you could also purchase only the channels you watch; i.e. HBO, ESPN, NickJr, and CBS.

iBroadcast can be marketed to customers as a cheaper alternative to cable TV. We can charge a small monthly fee of $10 per month for the service, and an additional charge for each channel ranging from $0.99 to $17.99. Other channels will be free to anyone who pays the monthly service fee, such as PBS, and the networks. This avenue of product delivery will also give us an edge over other cable providers because our service will be accessed over the internet, we will be using our cable competitors cable lines to bring our customers this service and will not be responsible for the upkeep of the infrastructure. Additional revenue can be raised by allowing advertisers to further target the market segments they desire.