



The New EnLive Connected TV App

The values-based, video-on-demand service, EnLive has moved from cable to Internet-Connected TV with innovations that connect TV to e-Commerce.

AURORA, Colo. - Dec. 2, 2013 - [PRLog](#) -- The EnLive Connected TV App, a product of the Christian Library on Demand, is now available on Google TV. EnLive can be downloaded from the Google Play Store for FREE through an internet-connected media device, such as LG Televisions and Sony Blu-Ray players, as well as dedicated internet media streaming devices made by Netgear and VIZIO. "With a wide range of devices able to download the EnLive App," says Terrence Lovett, CEO of Christian Library on Demand, "our audience can easily access and enjoy EnLive and the great variety of programming we offer." "EnLive is more than just a connected TV App it is a marketplace for products and services that target EnLive demographics," says Lesa Bannon, CEO Accelerated Media, the EnLive app developers.

"EnLive connects the TV watcher's browsing of video on demand titles to the browsing of an online shopper," says Bannon, "now advertisers have niche access which is similar to cable TV channels like Sci-Fi and the History Channel, but EnLive adds the opportunity to make the sell within the app, just like an online retailer." EnLive partners with online retailing to effectively present and promote their businesses via a dedicated "Partners" section. This section, which includes a write up and a video for each sponsor allows EnLive to go well beyond ad insertion of a 30 second commercial spot. "EnLive has a bookstore and an art store," says CFO Darcey Hutchinson, "and we are reaching out to the business community to take advantage of this new avenue to reach our niche audiences and make their advertising dollar stretch on the EnLive platform."

EnLive partner businesses also find the platform useful. "We have searched for ways to improve our promotional capabilities by adding digital distribution for our content providers, says Gerald Wiggins CEO of WMGW, Inc. a global independent distribution company of Northeastern Pennsylvania. Gerald adds "EnLive provides a new outlet for our labels and their content which connects us to new media innovations while we bridge that effort to radio and other conventional methods of music promotion." "With all of the new ways to advertise, it is difficult to target your audience," says Amanda May, Christian makeup champion CEO of Divine Image Cosmetics, "EnLive is a perfect way to reach and interact with new customers through our blog in the Christian News section of the EnLive platform."

EnLive restores family television time by providing safe, family-friendly content for audiences of all ages, as well as providing a faith-based library for niche Christian audiences. Now anyone with an Android TV device can access EnLive via the Google Play Store. For a range of prices from \$4.99 a month to \$55 a year, EnLive provides a single destination for families to access quality programming without having to search the internet or the TV guide across hundreds of channels and choices. EnLive offers pay-as-you-go programming packages with 1, 3, 5, 7, 9 and 12 month options and pay-per-view options as little as \$1 for 48 hours of access to a title.

EnLive Connected TV App, now available on Google TV, is in testing on Samsung Smart TV systems, and will be released on Yahoo TV in December 2013.

About the Christian Library on Demand, LLC

The Christian Library on Demand is an entertainment company which aggregates Christian and family-friendly programming and makes it available to audiences through various media formats. In addition to EnLive Connected TV App, the CLD mobile App (available through the iTunes App store, Google Play store, and the Amazon App store) is targeted and marketed to the Asia-Pacific region with partners in Japan. Coming early 2014, The Christian Library on Demand will also be carried on “The Pluggy” video streaming dongle and will be available to European markets.

November 22, 2013

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About Accelerated Media, Inc.

Accelerated Media is a full-service developer of advanced TV advertising and related OTT and mobile device applications for global consumer products and broadcast programmers. Our advanced technology enables clients to interact with customers and viewers by bridging advertising and programming content through highly customizable, targeted campaigns that produce real-time metrics. Through our advanced technologies, we provide smarter media placement while reaching national audiences through major MSOs, OTT and mobile applications. Our team of experts also develops ad platforms and set-top box advertising technologies for major chip manufacturers and cable operators. Accelerated Media draws from more than 20 years of advanced advertising experience that has pioneered many of the first and most sophisticated national advanced ad campaigns in the U.S. Visit www.aimitv.com or call 720-733-9207.

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Source	Christian Library on Demand, LLC
City/Town	Aurora
State/Province	Colorado
Country	United States
Industry	Business, Television
Tags	Advertising , Promotion , Niche , Christian , Business
Link	https://prlog.org/12250527



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