



## **EnLive Smart TV App on Samsung Smart Hub!**

*The values-based, video-on-demand service, EnLive has launched its Smart TV App on Samsung Smart Hub.*

**DENVER - Jan. 23, 2014 - [PRLog](#)** -- The EnLive Smart TV App, a product of the Christian Library on Demand, is now available on Samsung Smart Hub. EnLive can be downloaded from the Smart Hub App store for FREE on a Samsung Smart TV or a Samsung Blu-Ray Player with Smart Hub. "We have extended the reach of EnLive to serve approximately 30 million more users who enjoy Samsung products," says Terrence Lovett, CEO of Christian Library on Demand, "Samsung is the best experience in internet video on demand and we are proud to be on their platform." "EnLive offers a variety of genres like a local television channel, billing itself as a "Global Niche TV Channel", says Lovett.

After downloading the EnLive Smart TV App, viewers may browse more than 100 free previews and trailers. After a quick email registration, users can order movies, dramas, documentaries, audio books and more on a Pay-Per-View basis - or, for those who would like unlimited EnLive programming, they can subscribe quickly and easily through EnLive's PayPal-enabled user interface on the HOME page of the App. "We know that these are tough economic times," says Lovett, "so we offer lots of affordable options." 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. Now anyone with a Samsung Smart TV or Samsung Blu-Ray players (models BD-F7500 or BD-F5900) can access EnLive via the Smart Hub. 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.

According to the Strategy Analytics survey, more than 100 million smart TVs were in households at the end of 2012, with Japan, the United States and China having the highest numbers of penetration. The United Kingdom, Germany and France have more than 20 million households currently equipped with smart TVs. According to new research by Strategy Analytics in July 2013, Samsung continues to have the largest market share of global Smart TV shipments, occupying 26% (about 30 million units) of the market. "As adoption of smart TV usage grows we will be there to serve the Christian community worldwide, says Lovett. "No longer are Christians the last to use technology to care for our communities, we are the first Christian video on demand Smart TV App."

Being Internet-Connected allows the EnLive Smart TV App to partner with online retailing to effectively present and promote their businesses via a "Partners" tab. This section, which includes a write up and a video for each sponsor allows EnLive and its advertising partners to go well beyond the traditional 30 second commercial spot, to offer almost unlimited air time for customer interaction. "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 from months to years on the EnLive platform." Lovett adds, "EnLive is excited to bring retail to the HDTV experience where customers can browse and buy just like they do on their other computers - however we use the power of TV shows and movies to draw our customers just like TV and cable."

EnLive Smart TV App, now available on Google TV and Samsung Smart Hub, and will be released on

Yahoo TV in second quarter 2014.

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 the EnLive Smart TV App, the Christian Library on Demand 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, S. Africa and Australia. Coming in 2014, The Christian Library on Demand will also be carried on “The Pluggy” video streaming dongle – a HDMI streaming dongle, the CLD will be the first VOD service on this platform and it is currently available to European markets.

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