



ivi TV Offers to Referee Cablevision v. News Corp Spat As News Corp. Pulls the Plug on Fox 5 and My9 for Cablevision Customers

Cablevision and Fox Duke It Out Over Reams of Cash Leaving Consumers in the Dark -- iVi TV Continues to Stream Fox's Channels

New York, NY (PRWEB) October 16, 2010

ivi TV (<http://www.ivi.tv>) announced today that it would keep consumers' best interest in mind while big media battles it out over revenue streams. News Corp made good on its threat to blackout Cablevision's signal in the NY market. Presently, more than 3.1 million Cablevision subscribers in New York have lost access to broadcasts on FOX stations, unless they access them with iVi TV.

ivi TV promises to keep TV programming flowing to the NY area regardless of the duration of the two media titan's tantrums. All Cablevision subscribers can legally access Fox channels via iVi TV's app.

Quote, attributable to Ron Erickson, iVi TV's chairman:

"Let the big media companies brawl. In the meantime, New York consumers can remain unaffected and watch their favorite NY football team on iVi TV. That's a battle consumers are actually interested in watching, not this spectacle over millions of dollars being fought over between cable companies and TV networks."

ivi TV's (<http://www.ivi.tv>) downloadable app makes it easy to watch live television programming online for only \$4.99 a month after a 30 day free trial. The company pays broadcasters in the same fashion as prescribed by law for cable companies.

ivi TV offers more content than Hulu and a 30 day free trial to watch major broadcast channels including ABC, NBC, CBS, Fox, The CW, PBS, and others from a growing number of local affiliates, all available via a downloadable app at [ivi.tv](http://www.ivi.tv).

About iVi TV™

ivi TV endeavors to make the world a better place by providing a high-quality viewing experience while offering consumers what they want in the way they want it, with more choices, less hardware, and higher standards than other modes of online content delivery. At the same time, iVi TV increases viewers for channels and advertisers, continuing and adding to the live television tradition in an innovative and sustainable manner. Consumers, broadcasters and advertisers alike will agree that live television, most notably sports and news programming, is here to stay. The solution is iVi TV. And the time is now. iVi, Inc., is based in Seattle. For more information, please visit <http://www.ivi.tv> (<http://www.ivi.tv>)

Additional Resources:

- Follow us on Twitter (http://twitter.com/ivi_tv#)
- Friend us on Facebook (<http://www.facebook.com/pages/ivitv/113794055344101?filter=1>)
- Watch us on YouTube (<http://www.youtube.com/watch?v=4UDHxAcTN1U>)

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