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**CONTENT & MANAGEMENT / IPTV**

**Live US TV Now Available In Australia For \$5.36 A Month**

By David Richards | Wednesday | 22/09/2010

**A US Company is set to offer Australians the opportunity to watch US TV over a broadband IPTV connection. They will also be able access to shows like The Mentalist, Law & Order and Two & A Half Men prior to the shows being aired in Australia.**

The move has already angered Hollywood studios and TV stations who have threatened to sue if the service is not withdrawn immediately.

ivi TV is a brand new IPTV service that offers viewers access to leading US television content with a downloadable app that works anywhere there is an Internet connection. Users can get access to TV shows weeks before the same shows are aired in Australia on free to air networks and Foxtel.

Hal Bringman, a spokesperson for ivi TV told SmartHouse that "Anyone in Australia can access the iviTV service for US\$4.99 a month (A\$5.36). All they need is a broadband connection".

Among the content that is available are US NFL games which are shown on Fox Sport as well as high rating shows from the US ABC, NBC and CBS networks.

Bringman said that the new service "Converts Internet connected device into a television as soon as the application which is available for windows, Mac and Linux is downloaded".

"ivi is not another Pirate Bay or Napster trying to gain from others' works. Rather, ivi wishes to work with content owners in helping them to realise new revenue streams and reach more viewers from around the globe. The ivi team has spent more than three years developing this technology and no other company has come close to matching it". Todd Weaver, founder and CEO of iviTV said.

Colin O'Brien the CEO of IceTV who is an expert on Copyright law in Australia after winning a Copyright fight with the USA claims that Hollywood Studio's will be forced by the free to air networks in Australia to stop the delivery of the service in Australia.

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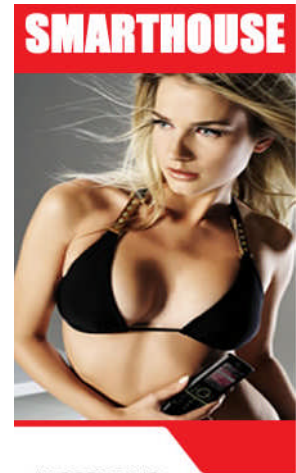
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