

CashPlayTV Launches: First 24-hour Mobile and Social Network Quiz TV Channel

Submitted by: Wildfire

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- Play quiz games in real-time and win instant cash prizes
- Channel launches on Facebook as well as iOS and Android devices
- App developers can embed the game in unique revenue sharing model
- £100,000 invested in promoting the new channel

London, 2nd August 2011 – CashPlayTV (<http://cashplaytv.com/>) has launched today, becoming the world's first ever 24-hour quiz TV channel to run solely on social networks and mobile devices. The channel is licensed by Ofcom and powered by the App:Play platform, the channel uses unique simulcast technology to transmit real-time video content to players, providing an unmatched, rich and collaborative gaming experience. The channel has launched on Facebook (<http://apps.facebook.com/cashplaytv/>) and is also available as a downloadable native app on popular mobile platforms including iOS (<http://itunes.apple.com/gb/app/cashplaytv/id438917470?mt=8>) and Android (https://market.android.com/details?id=com.cashplaytv.app&feature=search_result).

CashPlayTV presenters will pose a series of questions to viewers, whilst offering multiple ways to interact, ranging from free entry (e.g. sharing the game with a friend for a free credit) to pay-per-play options including Facebook Credits, in-app purchases and premium rate services. The prize pot increases depending on how many players enter each round, with winners being notified immediately and prizes paid out almost instantly via Western Union, PayPal or Cheque.

Henry Bennett, MD at CashPlayTV said: "CashPlayTV ushers in a new age of Participation TV by broadcasting and focussing viewer acquisition on social networks and mobile devices. Not only this, but by integrating with existing payment solutions on these platforms including Facebook Credits, in-app purchases, PayPal and SMS, the easy-to-use gaming experience provides players with an easy way to enter quizzes and a quick way to collect their winnings."

Today also sees the launch of a £100,000 digital marketing campaign to promote CashPlayTV across multiple platforms. Mobile app developers are a key part of the distribution of the channel as they will be able to embed CashPlayTV into their own applications and take a cut of all revenue generated as a result. Developers will be eligible to earn up to 40% of all money played.

CashPlayTV is powered by the App:Play platform, a fully customisable white label platform allowing broadcasters and other media publishers to quickly deliver Participation TV apps on social networks and mobile devices. It is the first multi-channel platform designed specifically for running video content on these channels supported by Participation TV formats including quizzes, gameshows, polling and voting.

For more information on CashPlayTV visit www.cashplaytv.com, play the game on Facebook or download on mobile device here (<https://http://itunes.apple.com/gb/app/cashplaytv/id438917470?mt=8>). Images of the game can be downloaded here

(<https://www.realwire.com/releases/CashPlayTV-Launches-First-24-hour-Mobile-and-Social-Network-Quiz-TV-Channel>)

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About CashPlayTV

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For more information, visit www.cashplaytv.com

About App Play

App:Play is a fully customisable white label platform allowing broadcasters and other media publishers to quickly deliver Participation TV apps on social networks including Facebook, Twitter and over 95% of internet enabled mobile phones. It is the first multi-channel platform designed specifically for running video content on these channels supported by Participation TV formats including quizzes, gameshows, polling and voting.

App:Play enables broadcasters to use real-time or pre-recorded media content and integrates seamlessly with a range of payment options including Facebook Credits, multiple In-App Purchase and premium rate SMS and telephony. The platform includes a range of producer tools, full management reporting functionality and a suite of mobile and social apps.

For more information, visit www.app-play.com

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