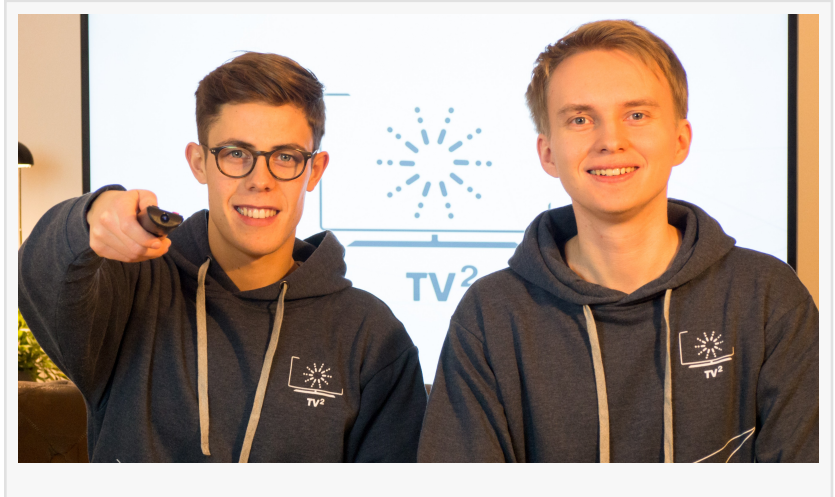


# Introducing TV-TWO: Blockchain Television That Allows TV Viewers to Earn Cryptocurrencies

BERLIN, GERMANY, December 15, 2017 /EINPresswire.com/ -- TV-TWO is pleased to announce the TV-TWO Smart TV App, the new gateway to broadcast television that provides consumers with a personalized video stream at no subscription costs. This new television ecosystem will be fueled by a custom, Ethereum-based token called TTV, the Token for Television, which will be used as currency to administer direct interactions between consumers, content providers and advertisers. TTV will be available in an Interactive Coin Offering (ICO) and will be of particular interest to cryptocurrency investors as well as advertisers who are looking for sponsored reach on the Big Screen.



The app will decentralize the TV industry. Currently, TV networks and broadcasters hold the balance of power. They control advertising prices, subscription costs for consumers as well as payouts to content creators. According to the TV-TWO app creators, they have stalled innovation for too long: “The current Television Ecosystem is broken,” says company co-founder Philipp Schulz. “Every consumer gets the same content, advertisers spend a fortune but have no control over who sees their messages, and independent content providers are completely shut out. Change is long overdue.”

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The Ethereum blockchain at the core of the new television ecosystem will ensure full transparency and a just distribution of utility among all participants.”

*Jan Phillip Hofste*

The app will enable a blend of traditional TV with a personalized video stream offering premium content that can be opened with a single click. Consumers will be able to watch curated videos and have the option of receiving TTV for watching advertisements. The collected tokens can be exchanged for Bitcoin, Ether or fiat currency. Content providers will have an equal opportunity to present their programs and their success will be determined by watch statistics with no need to sign with a television network. Advertisers will be able to target their viewers and track the results in a way that is more transparent than any form of digital advertising.

“The Ethereum blockchain at the core of the new television ecosystem will ensure full transparency and a just distribution of utility among all participants,” explains company co-founder Jan Phillip Hofste. “The centralized server infrastructure of Google and Facebook will be an inherent disadvantage in a market that demands auditable indicators of campaign performance.”

Interested parties can stay updated on the product, get early access to the app and a chance to invest in the crowdsale on the company's website: <https://tv-two.com/>. Other social media channels include:

Telegram: <https://t.me/tvtwoom>

Twitter: <https://twitter.com/tvtwoom>

Facebook: <https://www.facebook.com/tvtwoom>

Medium: <https://medium.com/tvtwoom>

YouTube: <https://www.youtube.com/channel/UCtr-UDmJMIFNIMyvhvzetL8Q>

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This press release can be viewed online at: <http://www.einpresswire.com>

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