What is Internet TV?

Internet TV (also known as Internet Television or Online TV) is the digital distribution of television via the Internet. In the past, creating your own TV channel or buying airtime was very expensive and time-consuming. It was also tightly controlled by a few market leaders. Today, Internet TV allows any content publisher to create a TV channel quickly and at low cost. Consumers are able to watch this content on their big-screen TVs instead of having to squint at YouTube videos on their laptops, phones or tablets.

How does Internet TV work?

Internet video content is streamed on-demand from the cloud, over the Internet and to connected devices such as Internet-ready TVs, game consoles such as Microsoft Xbox, Roku, Apple TV and Google TV.

Targeted Internet TV Content

Today, the majority of content is made up of TV shows and movies downloaded from well-known sources such as Netflix, Amazon, HuluPlus and the major news networks. In the last couple of years, the consumption of targeted or niche content has increased dramatically. These types of "channels" base their content around a specific type of audience and subject matter. Some of these channels include: TWIT - This Week in Technology, DogTV, blip.tv, AllRecipes.com, TED Talks and more. Online learning and education will also be supplemented using Internet TV.

In 2013, 6.5% of Americans ended their Cable or Satellite services in favor of a streaming-only watching experience.
- Experian Marketing Services


Roku has 1000 more channels than Amazon Fire TV, Apple TV or Google Chromecast
- roku.com/10million

In December 2012, Texas A&M AgriLife Extension started streaming Internet TV content from AgSmart.tv to consumers using Roku. The initial channel sub-categories include: 4-H & Youth, AgriLife Today, Animal Science, Dinner Tonight!, Horticulture, Meat Science, Rangeland Management, Soil & Crop Sciences, Water and Wildlife & Fisheries.

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Roku streaming players!

That's the same number of years used to construct the Empire State Building!

10 Million

1,000 more channels than Amazon Fire TV, Apple TV, or Google Chromecast!

5+ Billion Hours

Total hours streamed on Roku players since the 3SR launch

That's like watching Avatar, the highest-grossing movie of all time (162 min), over 1,001,051,852 times!

Top 10

Roku players are in all 50 U.S. states, and you might be surprised where the most fans live!

Average hours streamed per household per month.

That's more time spent than on these everyday activities...

Eating & Drinking

37 hrs

 Avg. per day

Commuting

23 hrs

 Avg. per day

On Facebook

20 hrs

 Avg. per day

Housework

18 hrs

 Avg. per day

People Love Search

The top 10 Roku Searches terms for 2014 so far:

1. Robin Williams
2. Game of Thrones
3. Change is the New Black
4. Frozen
5. The LEGO® Movie
6. Downtown Abbey
7. SpongeBob SquarePants
8. The Walking Dead
9. Under the Dome
10. The Big Bang Theory

Thanks for making us America's favorite streaming player!