Full Text

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[Verizon](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1561632677?OpenUrlRefId=info:xri/sid:summon&accountid=28844) is looking to roll out its Internet TV service by mid-2015, with an offering that will allow viewers to pick and choose the channels they want.

During a Thursday appearance at a Goldman Sachs technology conference, [Verizon Communications](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1561632677?OpenUrlRefId=info:xri/sid:summon&accountid=28844) chief Lowell McAdam said the service will likely include access to the "big four" broadcast networks, as well as "custom channels."

"No one wants to have 300 channels on your wireless device," McAdam said. "And I think everyone understands. It will go to a la carte."

Major cable and pay TV services have long resisted an "a la carte" approach that would let customers pick and choose the channels they want to pay for rather than pay for a bundle of 300+ channels. For about a decade , they have argued that a la carte would result in increased pricing and less channel diversity.

And while that probably won't change for traditional cable customers anytime soon, McAdam acknowledged that when it comes to the Web and mobile, a different approach is necessary.

"We do see that the millennials really want to look at...content over the iPads and other tablet devices and their smartphones," McAdam said. Attitudes in the industry about accessing content online is "changing dramatically," he said, and execs are more open to the idea now than they were two years ago.

"I don't think there is any one that would stand up here and say the only way it's going to be offered five years from now is linear and it's going to be tied to your TV set because frankly they will miss the market and they will be the ones left behind," McAdam said.

In January, [Verizon Communications](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1561632677?OpenUrlRefId=info:xri/sid:summon&accountid=28844) bought [Intel](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1561632677?OpenUrlRefId=info:xri/sid:summon&accountid=28844)'s TV business for an undisclosed sum, picking up the intellectual property rights and other assets that powered Intel's OnCue Cloud TV platform. At the time, [Verizon](http://search.proquest.com.ezproxy.trident.edu:2048/docview/1561632677?OpenUrlRefId=info:xri/sid:summon&accountid=28844) said it planned to integrate IP-based TV services with FiOS video as well as expand its mobile video offerings.

As for what type of custom channels viewers can expect, McAdam pointed to AwesomenessTV, which DreamWorks acquired last year, but didn't delve too much more into possible partners, except to say that they will probably be "out of the West Coast, where a lot of this is more home grown content."