

IndiMusic.tv Launches as Linear Streaming Channel on Amazon Fire TV and Fire TV Stick, Bringing Two-Way Interactive Commerce to TV Sets and Web Video

New Channel Enables Purchase of Music Through Interactive Ad While Video is Playing, WITH 100% OF PROFIT GOING DIRECTLY TO THE ARTIST

NEW YORK, Oct. 29, 2015 /[PRNewswire](#)/ -- IndiMusic.tv today announced the addition of IndiMusic.tv (www.IndiMusic.tv) as a new channel within Amazon.com's TV App offering on Amazon Fire TV and Fire TV Stick, complete with an e-commerce capability that enables One-Click Purchasing via a TV remote. The service was actually launched in July with little fanfare, and has been working flawlessly ever since. Powered by digital advertising technology company Linkstorm (www.linkstorm.net), this functionality enables music artists to monetize their own music videos by driving direct purchases of their music, merchandise and concert tickets right from within the video.

This 90-second commercial tells the story very effectively: <https://vimeo.com/133035760>

Further, 100% of the referral commissions on these purchases will be funneled directly to the artists themselves, breaking new ground in the trend pioneered by Taylor Swift, Jay-Z and others to put artists back in control of their compensation.

The larger significance of this technology is that it finally makes real the long-time promise of making TV advertising two-way and interactive, rather than just a passive, one-way, classic TV-commercial experience.

Said **Kim Goh, a partner with Hudson Ventures and an investor in both IndiMusic.tv and Linkstorm**, who has also brought in other investors such as Rick Braddock, former CEO of Citibank, Priceline, Medco and FreshDirect, "The combination of IndiMusic.tv's content and Linkstorm's breakthrough Video Advertising technology will change the face of TV advertising as we know it. People can now use the TV remote in place of their mouse, or the mouse itself if they're on computer, to preview a navigation menu of the advertiser's offerings, and then actually click through to make a purchase – all without interrupting the video. We salute Amazon for being the first to launch this breakthrough capability."

The IndiMusic version of the product is called the "**Indi Power Link**," and it allows the viewer to buy a band/artist's music through iTunes or Amazon, view their tour schedule, and purchase tickets or merchandise.

"This is a huge game-changer as it finally puts the power, creativity and monetization in the hands of the content creators, not a third party company or conglomerate," said **Chris Pati, IndiMusic's Founder and CEO**.

"For the Advertising industry more broadly, this represents a superior alternative to the Pre-Roll as the industry-standard format for advertising within video content," said **David Sidman, Founder/CEO of Linkstorm**. "In the meantime it can enhance Pre-Rolls by making them immediately actionable, instead of just being a passive, one-way, TV-commercial type of user experience. We have extensive evidence that whenever consumers can actively browse a menu of choices – even just 5 in this case, but as many as 100+ in our other ads – they click or tap through and convert at rates that are 2x-17x higher than all the other ad formats we've been measured against."

When IndiMusic.tv launched in September of 2012 as the first 24-7 independent only worldwide music video TV channel and Musician Social Network, the company cemented itself as the go-to spot for the very best in independent music videos - garnering 800,000+ subscribers in over 260 countries worldwide, over 3 million visitors a month (over 100,000+ visits a day), and more than 65,000 Likes on Facebook. After having secured a deal that puts IndiMusic.tv in 26.4 million homes through VOD on Dish Network, Verizon FIOS and Comcast, **the addition of the channel to Amazon Fire TV and Fire TV Stick is yet another thrilling inclusion in the ever-growing expansion of a company that puts the success and creative talent of its artists and musicians above all else.**

Unlike the Pre-Roll ads that are typically inserted into Video content, and that force the viewer to sit through a commercial before watching their video they wanted to see, the EPK powered by Linkstorm extends Linkstorm's patent-protected, better-performing ad format into the Video Advertising space, allowing the viewer to browse all of these offerings without interrupting the video at all. Therefore it also has great potential as a new form of in-Video advertising, either replacing the Pre-Roll or Lower Third as the most common Video ad formats, or in

the meantime enhancing them so that at least they become less annoying, more useful to the viewer, and interactive. **This is a one-of-a-kind, patented technology that is unavailable anywhere else in the world.**

For more information on IndiMusic.tv visit www.indimusic.tv

For more information about Linkstorm, visit www.linkstorm.net

To Purchase IndiMusic for the Amazon Fire TV and Fire TV Stick, Click [HERE](#)

More About IndiMusic.tv

IndiMusic.tv was originally founded in 2004 as a "go to" music video website and then launched as a half hr TV show in 2008 in the NY tri-state area on the independent TV Network WLNY TV10/55. It garnered instant popularity as it was the only game in town to launch, market and expose new indie Music Videos on traditional TV. After three successful seasons, IndiMusic.tv broadened their horizons by launching a world wide mobile TV network partnering with Yamgo TV, a mobile TV start up in the UK. In September 2012, IndiMusic.tv launched as the first 24-7 independent only Worldwide Music Video TV channel and Musician Social Network.

They are now the exclusive place to go to see syndicated episodes of A&E's Emmy Award winning "Private Sessions" which features former VH1 VJ Lynn Hoffman sitting down with world renowned artists like Maroon 5, Gene Simmons of KISS and Bon Jovi to name a few (airing Thursdays at 9PM ET). Lynn is also the current "face of the franchise" at IndiMusic.tv, as host of their widely popular weekly "Top 21 Countdown". Plus, IndiMusic.tv also boasts former FUSE VJ Juliya Chernetsky (Mistress Juliya) who spends time hosting shows and events on a regular basis for the company, as well. Juliya introduces many of the Video Block segments 24/7!

The site was founded by Chris Pati, a musical genius who began at 5 years old playing piano, guitar, bass and drums, and established himself as a multi-instrumental prodigy by age eight. Chris wrote his first Piano piece at age seven and was playing Grade 6 N.Y.S.S.M.A. Piano music by the likes of Liszt, Chopin and Rachmaninoff by age 9. Chris was playing professionally by the age of 13 and subbed for famed session drummer Steve Gadd at age 16. This is quite impressive in itself, but Chris went on to become even more well known for his blazing ability on guitar when after many years of producing records, he released several highly acclaimed blues records on his own label Modern Voices Records. Chris has also spent time guest conducting for various National Symphony Orchestras such as The Louisville Orchestra and the Arlington Symphony. He has also arranged all the Herman's Hermits hits for symphony and acts as Peter Noone's Musical Director for all of his symphonic shows. Through his success as a Solo Artist, Producer and Label Owner, he has gone on to have over a dozen top 20 Billboard hits and his Modern Voices Records was named a TOP 10 Label by Billboard in 1997. He parlayed that success into a Major Label distribution deal with Island/Def Jam. Chris, as a musician and businessman, has always been ahead of the curve. Back in 1981 he was already refining the home project studio and fifteen years later he foresaw the demise of the brick and mortar music business. Thus, he decided to focus strictly on Digital Distribution and create and promote Digital Content. He created a digital store and website in 1995 at a time when the music industry was not ready for such a new business model. Most recently, Chris was honored by Berry Gordy (former President of Motown Records), who called on Chris to arrange and perform an impromptu medley of "America the Beautiful" and "Lift Up Your Hearts And Voices" for opera star and actress N'kenge at President Obama's 2009 Inaugural Ball.

More About Linkstorm

Linkstorm is an advertising technology company that is pioneering a new approach to online marketing, e-commerce, publishing and social networking. The company has proven through numerous case studies that ads perform much better for the advertiser when the ads are made more useful to the customer. Linkstorm accomplishes this by overlaying a cascading navigation menu onto any ad format that quickly connects customers to the information the customer wants. As a result, click-through and conversion rates increase by 2x-17x, as documented by rigorous A/B tests for clients including Cisco, IBM, American Express and many others. Linkstorm is headquartered in New York City, led by Founder/CEO David Sidman, and funded by visionary investors such as Esther Dyson, Rick Braddock, Kim Goh, D.E. Shaw and Jim Rutt.

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