TheLADbible launches on AppleTV

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Solly Solomou, CEO TheLADbible

MANCHESTER, November 9th 2015: TheLADbible has launched TheLADbibleTV app for the revamped Apple TV, enabling fans to enjoy the best of our video on the big screen for the first time.

TheLADbible TV app is one of only a handful of British media apps to be on the new platform. After reaching 1000 downloads within the first few days of being on Apple TV, TheLADbible TV app moved into the Featured App category and it has been listed in Top Free Apps, giving downloads even more momentum.

Users can navigate the app using Apple's Siri remote to watching video on news, humour, food, entertainment, tech, sport and much more.

Have a look at TheLADbible TV app in action here:

https://www.youtube.com/watch?v=4h8YbRRFLEg&feature=youtu.be

Solly Solomou, CEO of TheLADbible said:

“This was a very soft launch for us so we were really pleased to get more than a thousand downloads in the first few days without any spend or marketing – and to see the numbers really ramping up since we got featured. We wanted to comfortable with the experience of being on the new platform – and the tech requirements that go with launching - before we go all out and promote it within our own audience.

“Learning the right content for the platform is a key focus for us over the next few weeks and months. We'll be introducing a lot more original video and content from our community and working out what the audience likes to watch within a very different viewing environment from mobile. I'm really pleased because it turns out that TheLADbible is one of a very few British companies on AppleTV and it's nice to get featured and rated well.”

Notes to editors:

1] TheLADbible TV app in action:

https://www.youtube.com/watch?v=4h8YbRRFLEg&feature=youtu.be

2] Founded in 2012, TheLADbible is now followed by more than 10.5 million fans on Facebook. The group brands, which include TheSPORTbible and Pretty52, have more than 27million followers across social channels including Snapchat, Instagram, Vine, YouTube, Facebook and Twitter.

3] Half of all 18-24 year old British men follow TheLADbible on Facebook - as well as almost one-fifth of women in the same age group.

4] Content across the TheLADbible group of brands delivers over 750 million video views per month.

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