



TIVO TEAMS UP WITH PAYPAL



The TiVo Incorporation, known for being a leader in providing television services has recently made an announcement, stating that it is partnering up with PayPal as a way of providing the TiVo users with the opportunity to buy products that are featured within different advertisements displayed on TiVo via PayPal. PayPal is known for being a fast and safe way to pay for just about anything imaginable. With the new partnership, advertisers will have a better chance of connecting with those who use TiVo, by turning their advertisements into interactive advertisements so that those who are viewing the advertisement can choose to buy a specific product or service featured in the advertisement very quickly, with the use of PayPal. The General Manager and Senior Vice President of TiVo, Tara Maitra, says that at this point in time, when it comes to television, it has become very difficult for advertisers to reach their targeted audience, which is why it is so important to think of unique and even creative ways for advertisers to reach out to the viewers, grasp their attention and get them interested in what is being advertised. Maitra says that the interactive advertisements will help advertisers to get the attention of the viewers in their own unique ways and that by working with PayPal; consumers will have the option of buying products immediately if they want to. Consumers will be able to easily set up their PayPal account with the use of their remote and afterwards, they can make payments for certain products if they want to. The entire process is safe and it is something that viewers can trust, which improves the experience of the consumers and also works in the favor of the advertisers who work so hard to reach a broad audience. The Vice President for PayPal's Emerging Opportunities and New Ventures, Scott Dunlap, says that teaming up with TiVo was a wise choice because it helps them to connect with people who want to buy products via their television without having to wait. Dunlap says that if merchants want to make a purchase, PayPal is the easiest and safest way to do so. Dunlap says that he and the entire PayPal team are excited about the partnership with TiVo. In the meantime, TiVo is going to work with all of its advertisers so that they can create advertisements that enable purchases to be made with PayPal payments. TiVo was first established in 1997 and is the first incorporation to have developed the digital video recorder, which is commonly referred to as the DVR. Consumers can enjoy the ability to record television programs and other video even when they are away from their television, having it saved and ready to watch whenever they have the chance. Having been in operation for well over a decade, TiVo has evolved and continues to be considered one of the best.

<https://blog.granted.com/>