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## Channel One Networks, Internet Television

### Channel One Networks launches web-based television channel with search engine

Boulder CO, Mar 31, 2009 — Out of Boulder Colorado, one of America's tech strong-holds, Channel 1 Networks LLC, has announced an internet based television channel with a customized search engine. Videos of local businesses are in a comprehensive database, online and on demand at BoulderRestaurants1.com

Boulderrestaurants1.com consists of a combination of webcasting and traditional television programming. The internet TV channel promotes local businesses and acts as a medium to communicate with their targeted audience. After researching current search engines trends and internet based media viewer habits, BoulderRestaurants1.com takes into account the growing aversion to banner and pop-up ads. Jann Scott, CEO and founder of Channel One Networks LLC put a great deal of time into targeting the audience for the internet TV channel, "What makes this model so successful is that we started with the viewers. We found out what they wanted and worked from there, the truth is they don't want banner ads and pop-ups. They want all the information about a restaurant in one place, and that's exactly what we give them."

BoulderRestaurants1.com allows viewers to watch the chefs, baristas and business owners display their food, menus, nightlife and overall atmosphere, before they decide where to go. Scott is extremely excited about all the features the internet TV channel and search engine has, saying, "it's simple really, if someone wants to go out on a Friday night, they can search for a type of food or a location and watch a video of that restaurant. It takes the guess work out of the traditional search engine when looking for a place to eat, and on top of that a viewer can instantly lookup local movie listings and even the weather, all in one convenient place."

"The model used for the Restaurant Channel can be adapted to every localized market, in every state in the US and potentially every country in the world," Scott said. "We have begun implementing the Denver restaurant Channel and search engine that will include hundreds of local businesses, and it will be searchable, just like BoulderRestaurants1.com."

About Channel One Networks:

The Channel One Networks was founded by Jann Scott, a Boulder tech mogul with decades of experience in internet, television, print, video and radio news broadcasting. In 2005 his company created and soft launched The World Channels. He then created an entire Internet system of TV channels online. Channel One Networks is internet only television designed for the local community. The staff is a mix of seasoned advertising media types and young hip designers. Channel One Networks relies on sound financial model, low production costs that utilize the unique and upcoming social platform of internet television. For more information please visit, [www.TheWorldChannel1.com](http://www.TheWorldChannel1.com)

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