

## iPhone, iPad app rewards being a couch potato

January 25 2012, By RYAN NAKASHIMA, AP Business Writer

(AP) -- Want to earn stuff by watching TV? An app for that is set to make its debut.

When you tap the screen, Viggle's software for iPhones and iPads listens to what's on, recognizes what you're watching and gives you credit at roughly two points per minute.

Rack up 7,500 points, and you'll be rewarded with a \$5 gift card from retailers such as <u>Burger King</u>, Starbucks, Apple's iTunes, <u>Best Buy</u> and CVS. You can earn bonus points for checking into certain shows, signing up and watching ads.

The idea behind Viggle is that by giving people an added reason to watch TV, the size of the audience will increase, thereby allowing makers of shows to earn more money from advertisers.

Versions for Android devices and computers are coming.

©2012 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Citation: iPhone, iPad app rewards being a couch potato (2012, January 25) retrieved 26 April 2024 from <u>https://phys.org/news/2012-01-iphone-ipad-app-rewards-couch.html</u>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is



provided for information purposes only.