

CBS launches app for watching full episodes

March 14 2013

CBS Corp. launched an app for iPhones and iPads that allows viewers to watch full episodes of prime-time TV shows like "NCIS," "Survivor" and "The Good Wife" on the eighth day after their debut on air.

The app, released Thursday, allows users to catch up on their favorite shows in the hopes they'll return to TV when new episodes air. It also helps CBS earn advertising revenue, since mobile episodes will contain just as many commercials as regular TV.

The launch brings CBS more in line with other broadcasters that also stream recent shows on mobile devices for free. ABC and NBC offer apps that provide next-day viewing. A Fox app offers new episodes on the eighth day after airing on TV.

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Citation: CBS launches app for watching full episodes (2013, March 14) retrieved 20 March 2024 from <https://phys.org/news/2013-03-cbs-app-full-episodes.html>

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