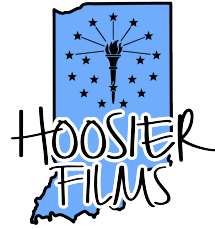


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### **Local streaming service Hoosier Films develops Roku channel with funding from ISBDC**

Regional film distribution company Hoosier Films announced the launch of its Roku channel today. The company was awarded funding through the Indiana Technical Assistance Program (INTAP) of the Indiana Small Business Development Center ([isbdc.org](http://isbdc.org)) earlier in 2020. INTAP provides funding to help Indiana small businesses overcome technical project hurdles, helping those companies to contract with professional service providers in order to grow their business.

Through this program, Hoosier Films worked with local software development company Future Wonder ([futurewonder.com](http://futurewonder.com)) to develop a Roku channel. Although Hoosier Films was already available on phones, tablets, and computers, this new development makes the regional streaming service more easily accessible on televisions.

Roku is a hardware platform that delivers streaming content directly to consumers' televisions, similar to Apple TV, Amazon Fire, or Google Chromecast. Currently over 30% of smart TVs being produced have Roku built-in. Some Blu-Ray players and other devices are also Roku enabled. Additionally, anyone can purchase a Roku device to add to their television (<https://www.roku.com/products/players>).

CIO Thomas DeCarlo built the streaming service, and he says the addition of the Roku channel was challenging but necessary to provide the best service for subscribers. "I am incredibly excited to be able to provide Indiana filmmakers the opportunity for top-notch digital distribution," he said.

Hoosier Films subscribers do not have to pay extra to utilize the Roku channel; it is included with all subscriptions, and anyone who purchases a film through Hoosier Films will be able to watch it on Roku, as well. Hoosier Films streaming is just \$12 annually, and subscribers receive access to a wide selection of films made by Indiana filmmakers. Those attending the Hoosier Films Annual Festival - which has shifted online this year due to the pandemic - will also be able to utilize the Roku channel to stream festival films.

"This was an especially exciting time to launch the Roku channel because our annual festival is next week" says CEO Meredith McGriff. "We're so glad to be able to offer this expanded viewing capability to audiences this year."

Subscribers can visit [hoosierfilms.com/roku](http://hoosierfilms.com/roku) to add the channel to their Roku devices.

Find Hoosier Films on Facebook at [www.facebook.com/HoosierFilms](http://www.facebook.com/HoosierFilms), Instagram at [www.instagram.com/HoosierFilms](http://www.instagram.com/HoosierFilms), and Twitter at [www.twitter.com/Hoosier\\_Films](http://www.twitter.com/Hoosier_Films).