



## Bootstrap Broadcast: A Hands-on Guide to Delivering On-Demand Media with Roku Channels

By Lacy McDowell

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Bootstrap Broadcast will help you understand the entire channel development process so you can gain another distribution platform for your content. If you have ever wondered how it's done, this is the book for you. It's a hand-on guide for people who are DIY and just want a way to get started experimenting with Roku channels on their own. You learn how to test a channel before deployment to the world. Lacy McDowell provides a unique approach to creating, testing and managing Roku channels. Here are some more important things you will learn while reading this book: Application deployment, Roku history, Metrics, Hidden Roku features, Pre-production, Basic coding. Gain another distribution platform for your ideas and become part of a new generation of content providers.

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*By Lacy McDowell*

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