**Verizon to Offer Free Mobile TV, With an Eye on Millennials**

Verizon Communications is hoping that millennials will start flipping their mobile phones 90 degrees and streaming live and on-demand television. The plans the start of a free, ad-supported mobile streaming service called Go90, a reference to the behavior of rotating a phone to watch videos in landscape mode. Aimed at 18- to 34-year-olds, the service will be available to all users, regardless of whether or not they are Verizon customers.

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<http://www.nytimes.com/2015/09/08/business/media/verizon-to-offer-free-mobile-tv-with-an-eye-on-millennials.html?_r=0>