

UKTV App Guide

Contents Introduction Key Questions Research References User Interface Content Dave **YESTERDAY** Sources

Introduction

Ofcom + race towards 4G

Key Questions

What can App entertainment offer that traditional transmission can't?
Should I develop an App for my channel?
Which mobile operating system?
Key: Android (OpenMarket) / iOS (iTunes) / HTML5 (WebTV/HTML5)

Platform	2011 Revenue	2012 Revenue	2013 Revenue	2014 Revenue
Android	10,000.0	100.0	100.0	100.0
iOS	10,000.0	100.0	100.0	100.0
HTML5	10,000.0	100.0	100.0	100.0

References

BBC iPlayer, 4oD Catchup, ITV Player, Demand 5, TVCatchup

User Interface

GUI templates and guides iOS and Android

Media Content

Storage | Transcoding | Delivery - streaming video

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Sources and useful links

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Key Questions

Do I out-source the design, build & development?
What infrastructure is needed for mobile on demand transmission?
Revenue generation and monetisation
What will this App need to develop? Will it be 'free' in the App store?
Do I need a distribution plan? And what is our marketing plan to advertise the App?
Do we show adverts?
What is our advertising model? (In-app purchase or video ads?)
What is our advertising strategy? (Banner, interstitial, video, native, etc.)
What is our advertising placement? (In-app, pre-roll, etc.)
What is our advertising frequency? (How often will we show ads?)
What is our advertising creative? (How will we create ads?)
What is our advertising targeting? (How will we target users?)
What is our advertising analytics? (How will we track performance?)
What is our advertising attribution? (How will we track conversions?)

Research: UK App Store 2011-12-15

Top Free iPhone Entertainment Apps

App Name	Developer	Category	Rating
iPlayer	BBC	Entertainment	4.5
4oD	BBC	Entertainment	4.5
ITV	ITV	Entertainment	4.5
Demand 5	Demand 5	Entertainment	4.5
TVCatchup	TVCatchup	Entertainment	4.5

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Key Questions

Do we want to offer streaming or the option to download and watch later? (Offline)
Do we want to offer downloading or the option to download and watch later? (Offline)
How much do programs become available?
What is the depth of our back catalogue? (Including media storage | capacity to deliver)
Directory structure and the ability (or need) to search
Languages and versioning (iPads?)
Are there options available to someone with a disability? (light & sound)

Research

Top Free iPhone Entertainment Apps

App Name	Developer	Category	Rating
iPlayer	BBC	Entertainment	4.5
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ITV	ITV	Entertainment	4.5
Demand 5	Demand 5	Entertainment	4.5
TVCatchup	TVCatchup	Entertainment	4.5

References

BBC iPlayer