

UKTV App Guide





UKTV App Guide



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Introduction Ofcom + race towards 4G

Key Questions Why an App and What is required to offer this service

Research BBC iPlayer | 4oD Catchup | ITV Player | Demand 5 | TVCatchup |

References GUI look at BBC iPlayer | 4oD Catchup | ITV Player | TVCatchup |

User Interface GUI templates and guides iOS5 and Android

Media Content Storage | Transcoding | Delivery - streaming video

Dave

YESTERDAY

Sources and useful links



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Introduction: Ofcom + race towards 4G



Ofcom has announced plans for the largest ever single auction of additional spectrum for mobile services in the UK.

Due to take place in 2012-2013 financial year but may be delayed, again.

It is equivalent to three quarters of the mobile spectrum in use today and 80% more than the 3G auction which took place in 2000.

This spectrum is essential to meet the UK's rapid increase in mobile traffic, fuelled by the growth of smartphones and mobile broadband data services such as video streaming, email, messenger services, mapping services and social networking sites.

Mobile broadband

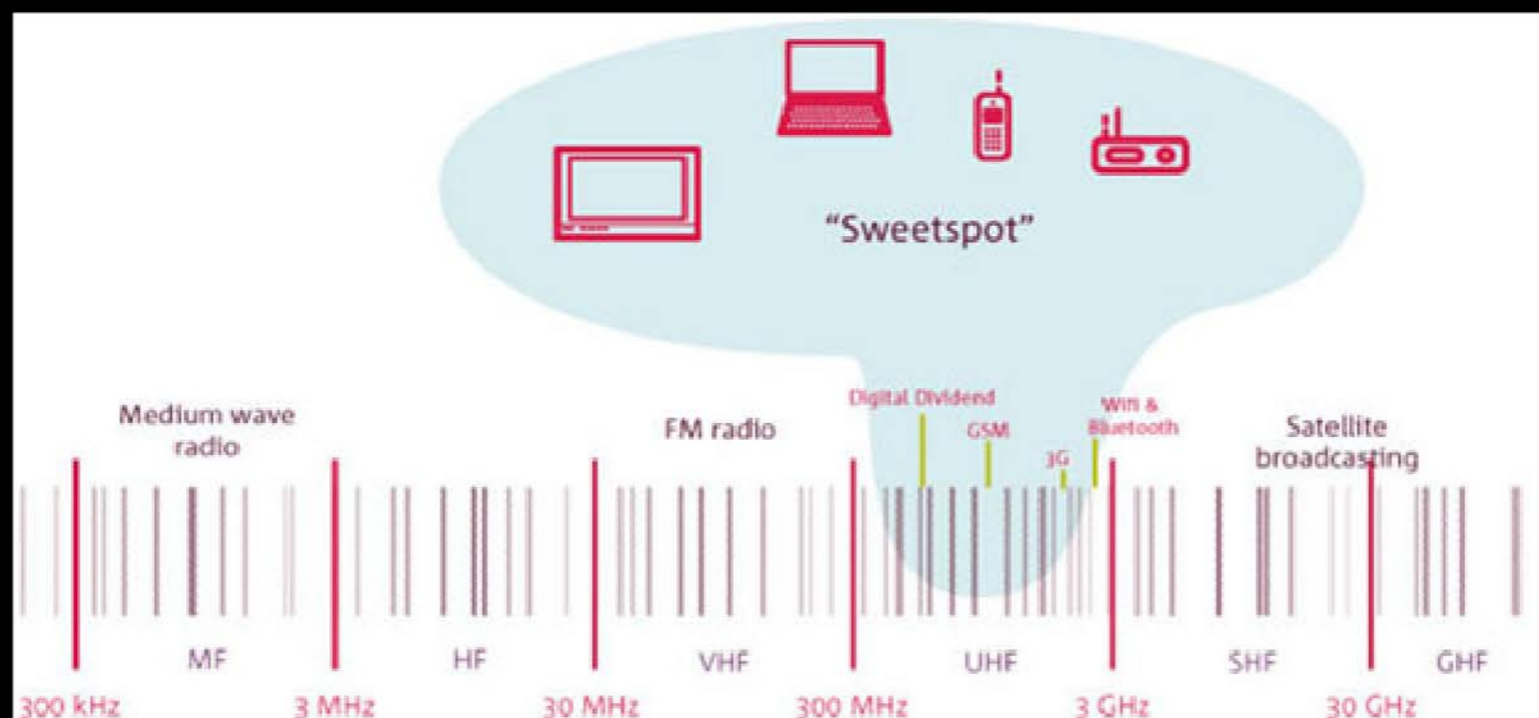
All of these services depend on spectrum – the airwaves that carry information between customers' mobile handsets and the internet.

The new spectrum will provide much needed capacity for the fourth generation (4G) of mobile technology.

This technology is set to deliver significantly faster mobile broadband services – approaching today's ADSL home broadband speeds.

Ofcom: The Communications Market Report 2011 (August) [Adults + Teens PDFs]

UK: A nation addicted to smartphones - *find the URL to this report and research tables: Sources and useful links*





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Key Questions:

What can App entertainment offer that traditional transmission can't?

Additional content: images | music | audio files | a way to connect all this together via viewer feedback & social interaction | revenue | brand mobility

Develop 1 App 'UKTV' or role out an App for each channel?

Simply: will a potential user search for 'UKTV' or for 'Dave' when in the App Store?

The 'Dave' App: Stronger individual brand identity | higher revenue opportunities | build & development centered around a specific demographic will more likely be successfully adopted and ensure 'they' put 'Dave' in their pockets.

Which mobile operating system?

iOS5 | Android | Symbian | Bada | Win 7.5 | RIM |

This mobile market is changing rapidly: Android and Apple dominate with Samsung Bada rising fast. Nokia Symbian (currently 3rd) will fall as the impact of the new Nokia Win7.5 mobile grabs hold.

Blackberry RIM will fall further due to recent incidents that have hurt the brand and as their current demographic, enjoying free SMS, transition to stronger brands already offering the same (iOS5 iMessage)

The tablet market is more balanced with iOS dominating and Android climbing. GoogleTV will have an impact along with the Kindle Fire channeling all of Amazons content - both Android based solutions are aimed squarely at competing against the iTunes market.

Summary: Apple have been market leaders but it's share in technology and media distribution has steadily wained. It remains, however, a quality benchmark both in content and device innovation.

| Operating System | 3Q11 Units | 3Q11 Market Share (%) | 3Q10 Units | 3Q10 Market Share (%) |
|--------------------|------------------|-----------------------|-----------------|-----------------------|
| Android | 60,490.4 | 52.5 | 20,544.0 | 25.3 |
| Symbian | 19,500.1 | 16.9 | 29,480.1 | 36.3 |
| iOS | 17,295.3 | 15.0 | 13,484.4 | 16.6 |
| Research In Motion | 12,701.1 | 11.0 | 12,508.3 | 15.4 |
| Bada | 2,478.5 | 2.2 | 920.6 | 1.1 |
| Microsoft | 1,701.9 | 1.5 | 2,203.9 | 2.7 |
| Others | 1,018.1 | 0.9 | 1,991.3 | 2.5 |
| Total | 115,185.4 | 100 | 81,132.6 | 100 |



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Key Questions:

Do I out-source the design, build & development?

A key factor is managing and updating the content within 24hr cycles (or less). It is less about who builds it but how easy (or difficult) it is to maintain?
Important: map out the framework of your intended user experience - if possible, right down to the last menu bar - before briefing any developers.

What infrastructure is needed for mobile on demand transmission?

Increased demand on your capacity to deliver is the sting in the tail of success, when dealing with connected media.

Revenue generation and monetisation

What will this App cost to develop? Will it be 'free' in the App store?

What is our distribution plan? And what is our marketing plan to advertise the App?

Do we show adverts?

Is any of the content subject to regional license restrictions?

What is our advertising model: Block sponsor a series or p/episode?

Is the advertising message permanently on-screen (still image banner or corner bug)? OR

Is the advertising message a spot/bumper as per traditional transmission?

Do we allow advertisers an option to link out of our app to their website?

What about brand placement within generated content that capitalises on later links with an App?

What about In-App Purchasing?

Does this App need to pay for itself the first year? Within 2yrs?



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Key Questions:

The user experience

Do we want to offer streaming or the option to download and watch later 'offline'?

As relates to GB/mo transfer demands: it is typically more demanding for progressive download vs. true streaming as progressive download sends the whole file whether or not the viewer actually consumes the entirety of the piece whereas with true streaming you only transfer what the viewer watches (plus a small amount for the stream buffer)

AirPlay compatible : Do you want users to be able to transmit via Apple TV your content to another screen?
What about DRM [Digital Rights Management]?

How soon do programs become available?

What is the depth of our back catalogue? licensing | media storage | capacity to deliver

Directory structure and the ability (or need) to search.

Languages and versioning. (iPad?)

Are there options available to someone with a disability? [sight & sound]



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Key Questions:

The user experience: becoming Social

Do we want we build in a Social Media element?

What is really being asked here: is there a return of investment for building in a channel of communication within the app(s)?

There is no Facebook logo within the BBC iPlayer app but BBC iPlayer does have its own Facebook page. UKTV, because its channels target very specific audience groups, has an opportunity to build an online, connected and engaged community around each channel. If having to devise a revenue model that will attract advertisers, then the power behind sharing within social media, has to be considered.

How we consume media dictates how we interact with it.

The trend now is for traditional communication streams to blend into each other. We in the UK are behind the US in the use of Twitter with TV, for example.

Twitter on TV: A Producer's Guide | Twitter Developers

<https://dev.twitter.com/media/twitter-tv> [MOV]





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Research: UK App Store 2011-12-15











Top Free iPhone Entertainment Apps

Sort By: **Bestsellers**

- | | | | | |
|--|---|---|--|---|
| 1.  BBC iPlayer Entertainment Updated 12 Decembe... + DOWNLOAD... | 2.  iTunes - 12 Days of ... Entertainment Updated 09 Decembe... + FREE | 3.  Ringtones 500.000+ Entertainment Updated 26 Novembe... + FREE | 4.  4oD Catch Up Entertainment Updated 01 Novembe... + DOWNLOAD... | 5.  naughty scan Entertainment Updated 09 December 2011 + FREE |
| 6.  ITV Player Entertainment Updated 10 Decembe... + DOWNLOAD... | 7.  Rack Star - The Se... Entertainment Updated 04 Novembe... + FREE | 8.  Watch TV Free Live ... Entertainment Updated 18 Novembe... + DOWNLOAD... | 9.  Toca Hair Salon - C... Entertainment Updated 06 Decembe... + FREE | 10.  Sky Go Entertainment Updated 09 December 2011 + FREE |

Top Paid iPhone Entertainment Apps

Sort By: **Bestsellers**

- | | | | | |
|--|--|---|---|---|
| 1.  IPNP Entertainment Updated 12 Decembe... £1.99 BUY | 2.  Talking Santa for iP... Entertainment Updated 05 Decembe... £0.69 BUY | 3.  The Moron Test 2 Entertainment Released 09 Decemb... + £0.69 BUY | 4.  Keith Lemon's Mou... Entertainment Updated 05 Decembe... £1.49 BUY | 5.  Akinator the Genie Entertainment Released 07 December 2... £1.49 BUY |
| 6.  FatBooth Entertainment Updated 15 Novembe... £0.69 BUY | 7.  Fonejacker Entertainment Updated 05 Decembe... £0.69 BUY | 8.  AgingBooth Entertainment Updated 15 Novembe... £0.69 BUY | 9.  Toca Hair Salon Entertainment Updated 09 Decembe... + £1.49 BUY | 10.  iSpy Cameras Entertainment Updated 01 December 2010 + £0.69 BUY |



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Research:



BBC iPlayer

Developer: Media Applications Tech Ltd (BBC)
Available: iOS | Android
FREE



BBC News

Developer: Media Applications Tech Ltd (BBC)
Available: iOS | Android
FREE



4oD Catchup

Developer: Channel 4
Available: iOS
FREE



C4 News

Developer: Channel 4
Available: iOS | Android
FREE



ITV Player

Developer: ITV PLC
Available: iOS | Android
FREE



LOVEFiLM Player

Developer: LOVEFiLM
Available: iOS | Android
FREE



Demand 5

Developer: Channel 5 Broadcasting Ltd
Available: iOS
FREE



PBS NEWS HOUR

Developer: Public Broadcasting Service
Available: iOS | Android (£4.09 audio only)
FREE



TVCatchup

Developer: GZero Ltd
Available: iOS
FREE



CNN Intl

Developer: CNN Interactive Group, Inc
Available: iOS | Android
FREE

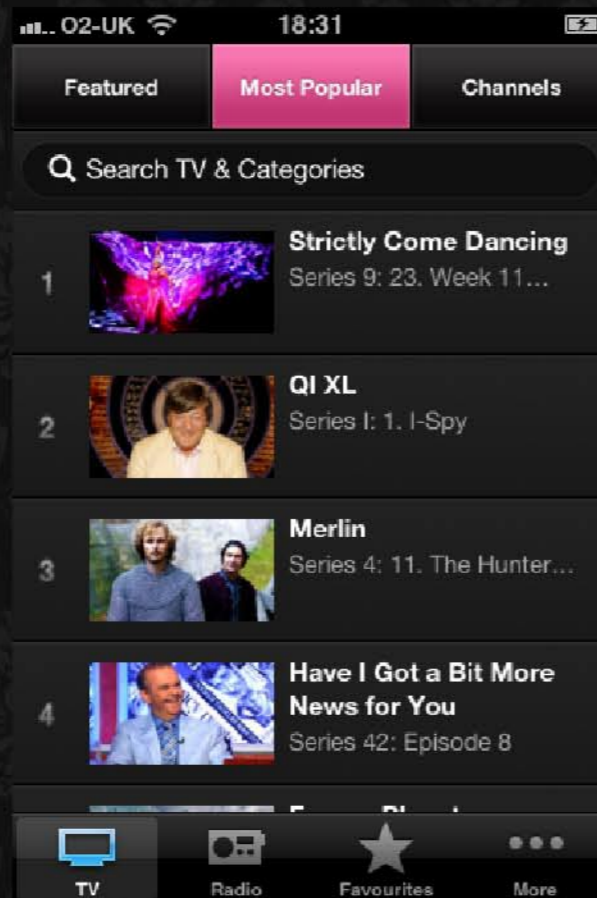
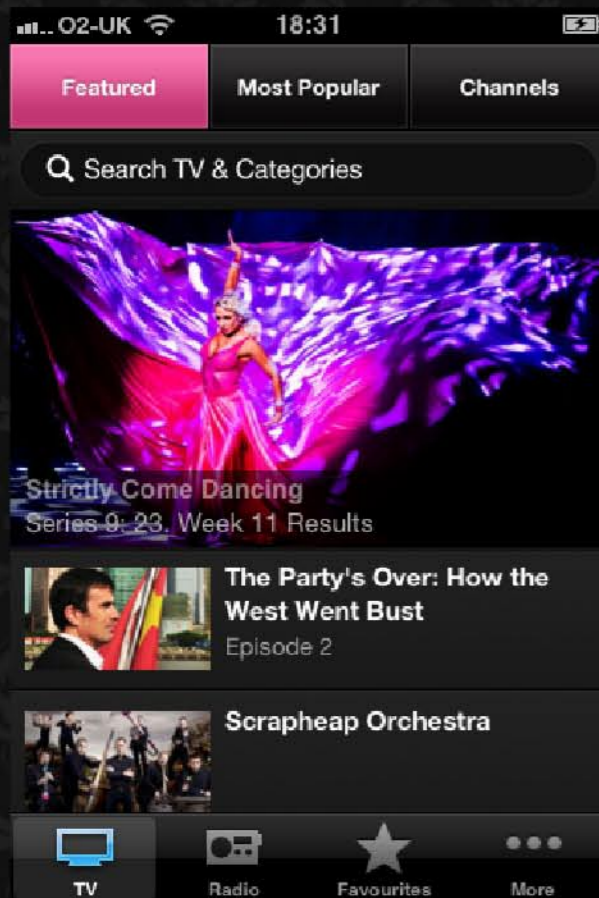


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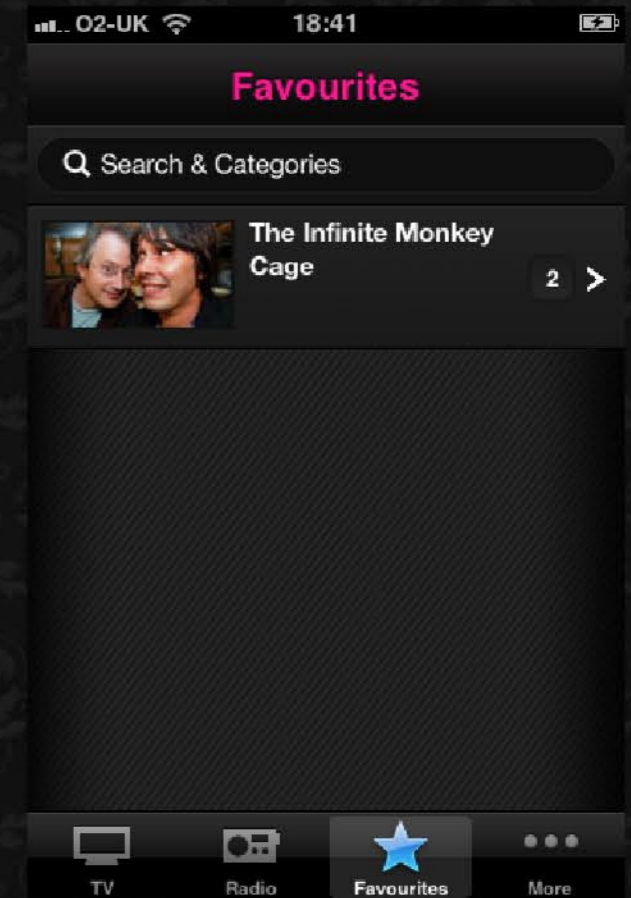
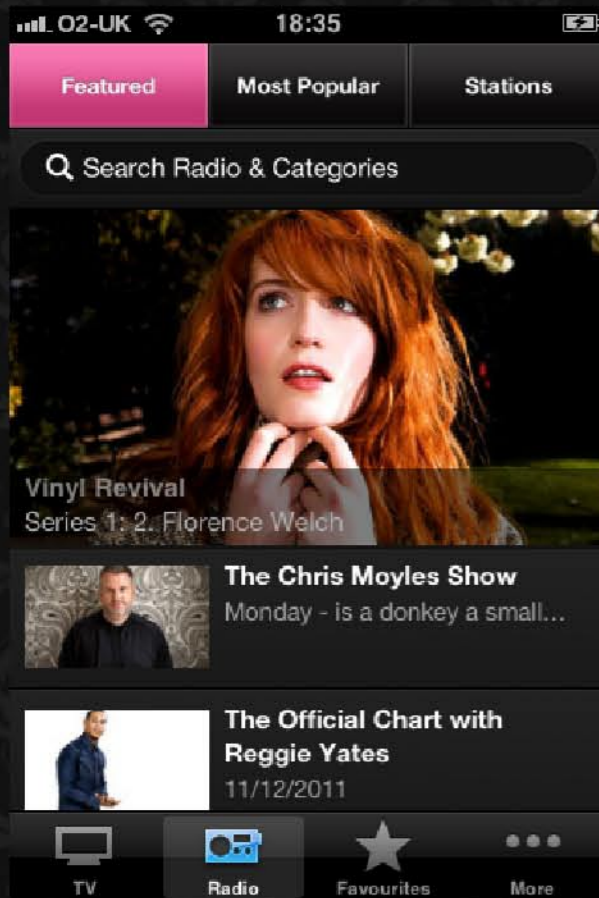


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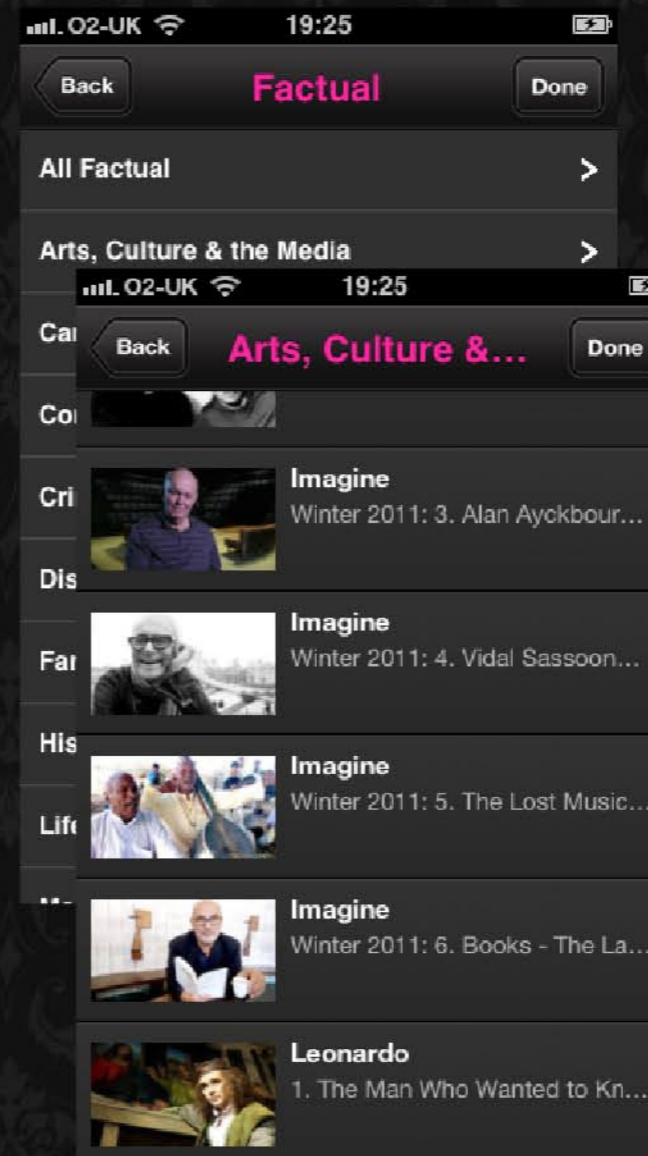
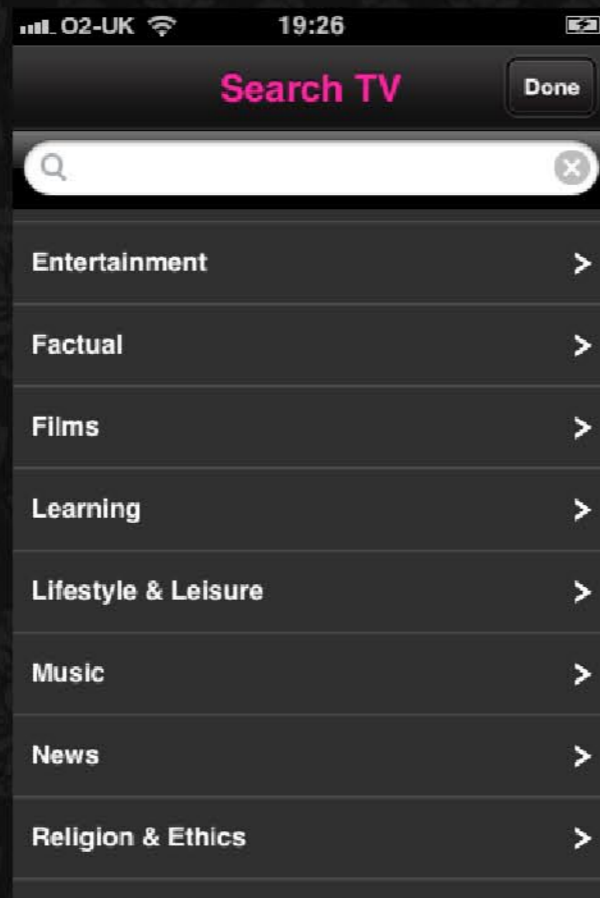
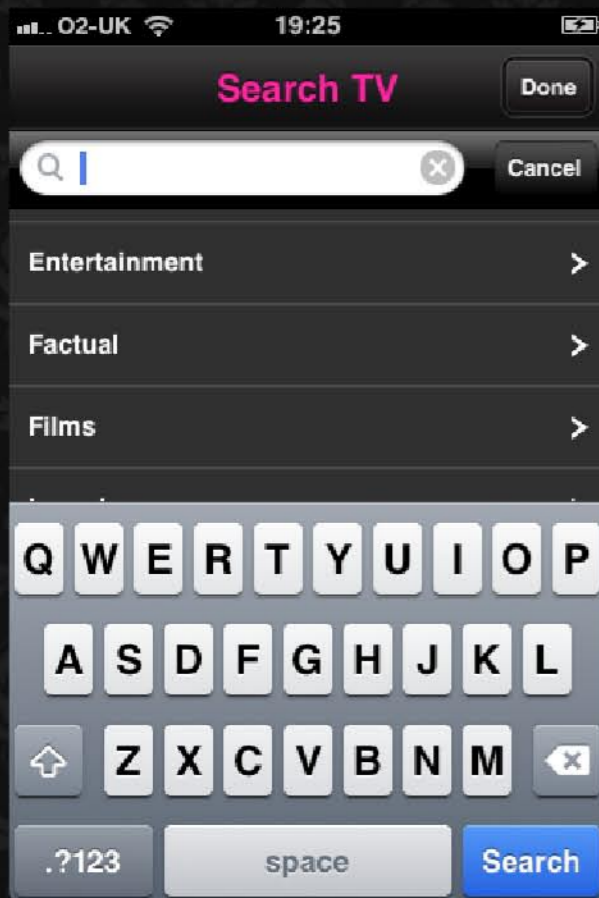


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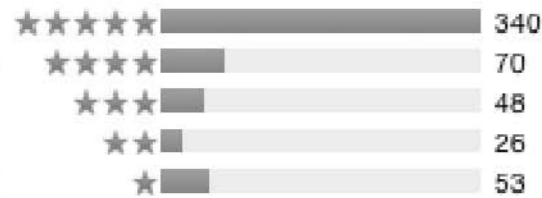


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Customer Ratings

▼ Average rating for the current version: 537 Ratings

Rate this application:



► Average rating for all versions: 6489 Ratings

Customer Reviews

Current Version (413) All Versions (1687)

Sort By: Most Helpful

< Back 1 2 3 4 5 ... 42 Next >

[Write a Review >](#)

Offline viewing... ★★★★★

by Patrick McCann - Version 1.3 - 12-Dec-2011

[Report a Concern >](#)

Great to see the app is now available on the iPhone, but in these days of limited data plans and patchy network coverage (outside London) offline viewing would have been more useful than viewing over 3G. Great that it's available, but don't see me getting much use out of it - offline viewing would have been great for my commute.

17 out of 23 customers found this review helpful

Was this review helpful? [Yes](#) | [No](#)

AirPlay ★★★★★

by VgSlag - Version 1.3 - 12-Dec-2011

[Report a Concern >](#)

Whilst AirPlay isn't obvious it is there. Launch the app, double click home, swipe to the right (that's FROM the left TO the right) twice and you can enable AirPlay from there. Not obvious but it works. Thanks to Craig Grannell.

12 out of 13 customers found this review helpful

Was this review helpful? [Yes](#) | [No](#)

AirPlay works for me...great app! ★★★★★

by B_o_b_o - Version 1.3 - 12-Dec-2011

[Report a Concern >](#)



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Best update yet! ★★★★★

by Bedi_2011 - Version 1.3 - 12-Dec-2011

[Report a Concern >](#)

Wifi and 3G finally working with the app. Now can watch on the go. Great update.

3 out of 3 customers found this review helpful

Was this review helpful? [Yes](#) | [No](#)

finally ★★★★★

by jamm0r - Version 1.3 - 12-Dec-2011

[Report a Concern >](#)

on iphone and its awesome!

2 out of 2 customers found this review helpful

Was this review helpful? [Yes](#) | [No](#)

Responsive and quick - wish the website was this good! ★★★★★

by Ross Taylor - Version 1.3 - 12-Dec-2011

[Report a Concern >](#)

The app is very responsive and stable, and the layout is great. Watching live tv in great quality is a bonus too.

I'd prefer double tapping on the video stream to fill the screen rather than having to use an on screen icon. Every other video element on the iPhone has this..

2 out of 2 customers found this review helpful

Was this review helpful? [Yes](#) | [No](#)

iPhone update ★★★★★

by PeViBr - Version 1.3 - 12-Dec-2011

[Report a Concern >](#)

Seems to be a great update, and clever to adjust the video based on signal strength. Waited a while for this iPhone app, use this a lot on iPad so really happy.

2 out of 2 customers found this review helpful

Was this review helpful? [Yes](#) | [No](#)

Seriously great app and I'm hard to please. ★★★★★

by Ian Dean - Version 1.3 - 12-Dec-2011

[Report a Concern >](#)



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facebook



Search



Sean Simone

Find friends

Home



BBC iPlayer

Like

Create a Page

TV channel

Wall

RECENT ACTIVITY

BBC iPlayer joined Facebook. · Like · Comment

52 people like this.

View previous comments 50 of 71

Abhishek Raguraman kiss his lips
2 October at 15:30 · Like

James Clarke iplayer content doesn't seem to be working. well sort it out you useless set of tossers, my ever increasing tv license helps pay for it . don't keep banging on about something every chance you get if it doesn't work properly. for fuck's sake...!!!!
5 October at 19:48 · Like

Sami Haajira Aziz James, leave them alone :(they just lost £600million. goodbye quality tv
6 October at 22:52 · Like

Lauren Bevan When I go to manage tv favorites why can't I remove programs I don't want any more?
12 October at 16:46 · Like

Leigh NoRegrets Eisenheim omg it isnt working answears plz. its eastenders time
18 October at 20:56 · Like

Luqman Javid your shit
20 October at 20:08 · Like

Sponsored story

See all



Cyndy Stroebel likes Mercedes-Benz.



Mercedes-Benz
Like

Sponsored

See all

Python Beginners Tutorial
udemy.com



72% Off Video Course – Learn how to build web apps in 4 weeks from Zed Shaw.

Guess my Startup
guessmystartup.com



Guess the name of the next hot INTERNET STARTUP to get early access before it launches!

TomTom



What do you want for Christmas? Let Santa Nav know by placing your pin on the map. Win fun surprises

BBC iPlayer

- Wall
- Info
- Friend activity (1)
- Photos

9,055

like this

123

talking about this

- Create a Page
- Get updates via RSS
- Report Page
- Share

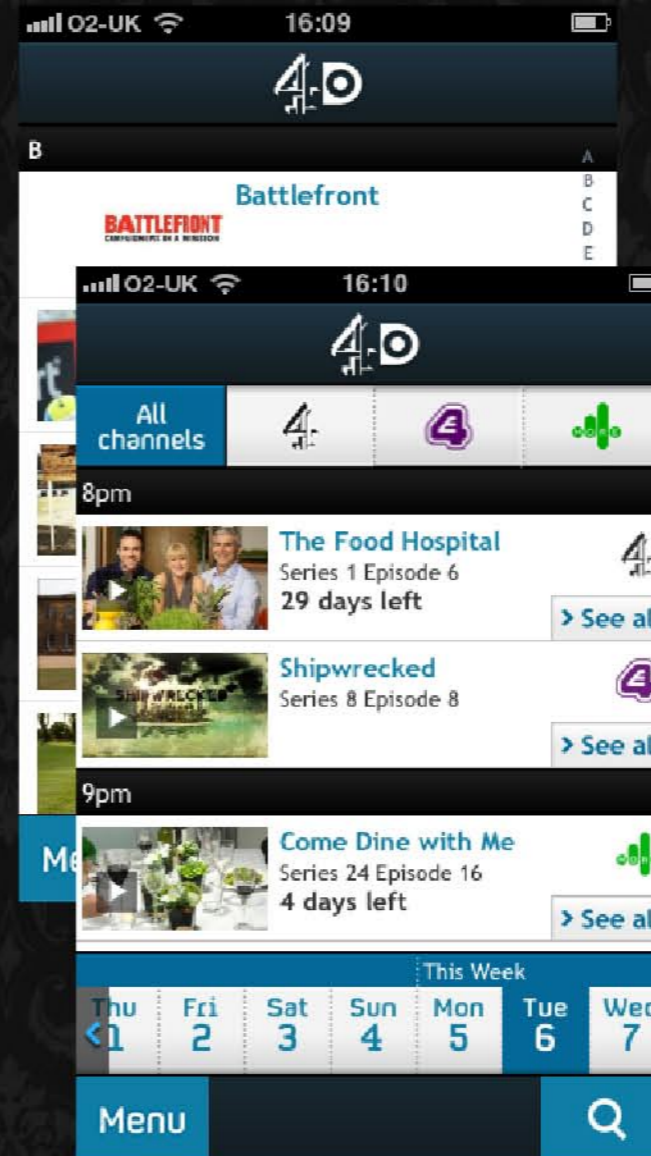
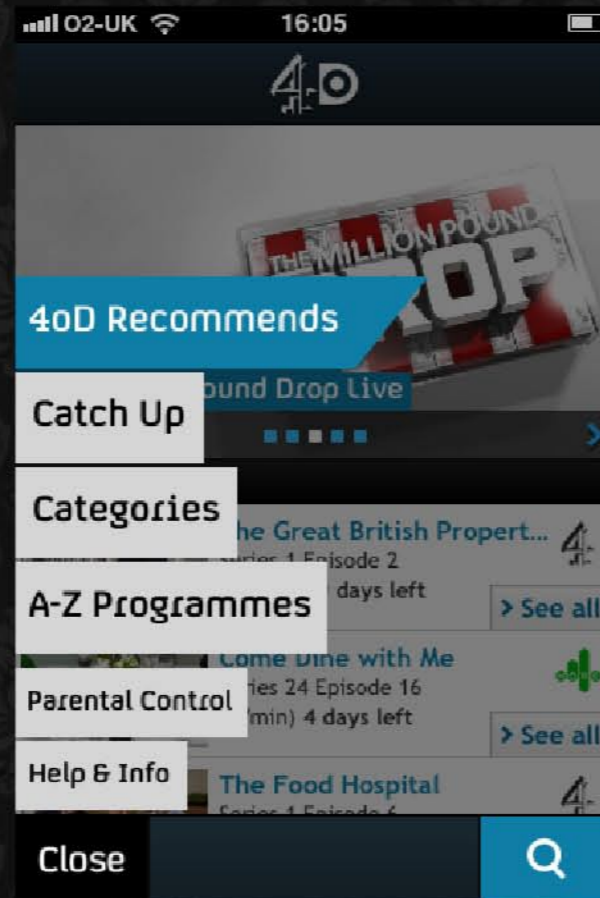
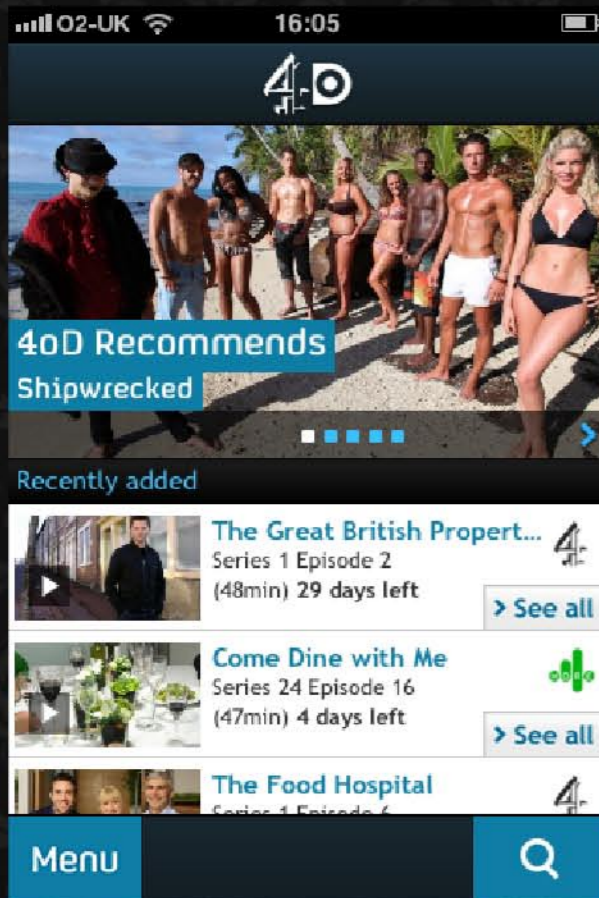


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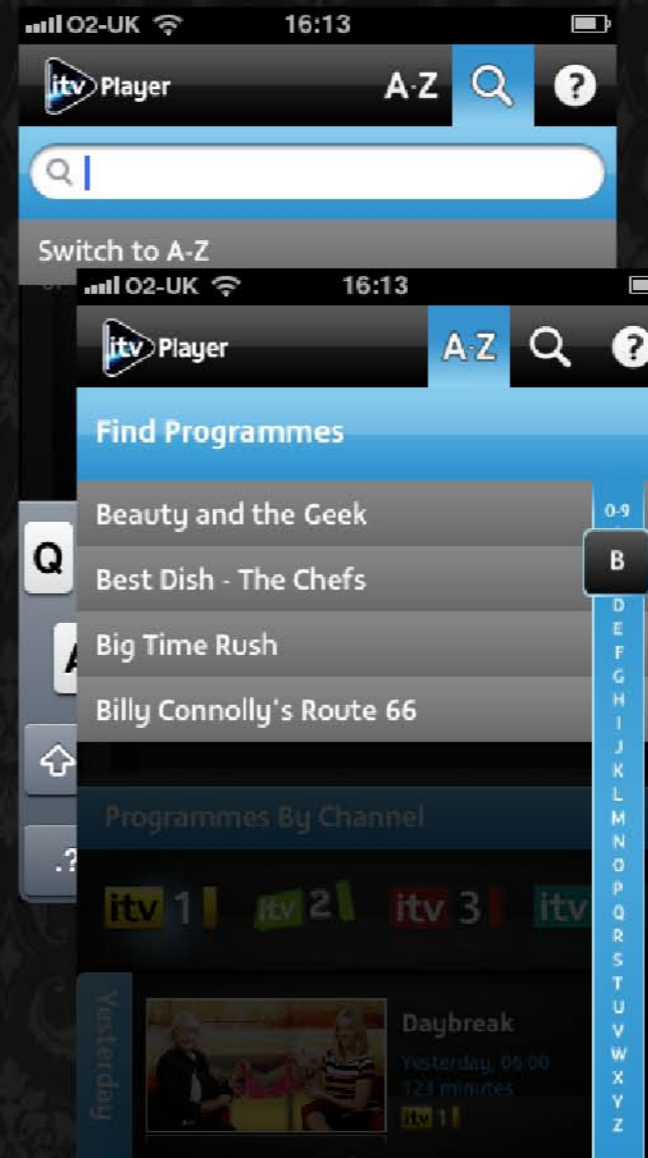
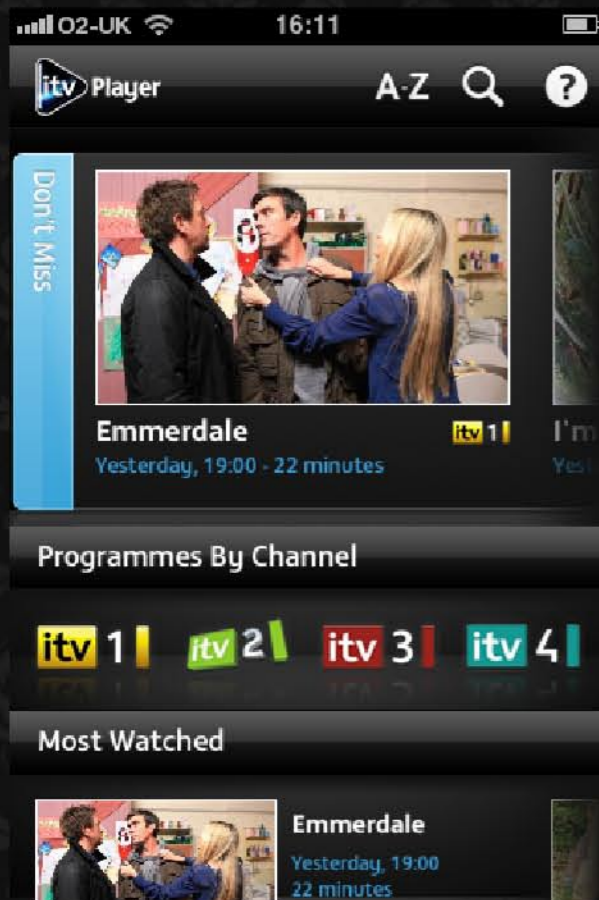


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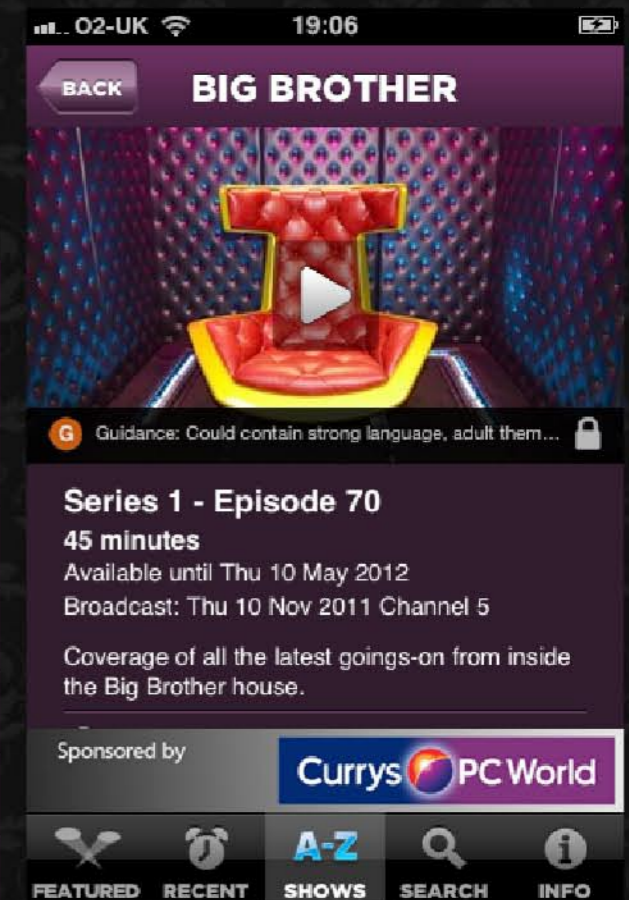


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References:





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References:



TVCatchup is a live stream only service



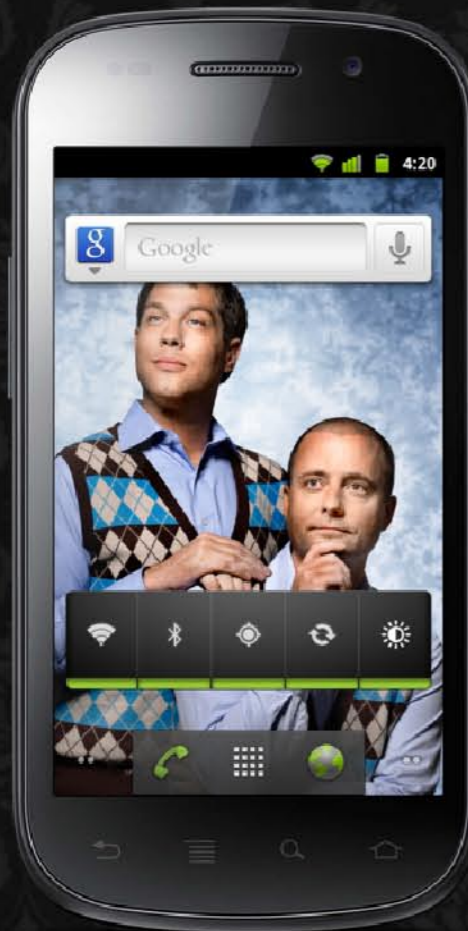


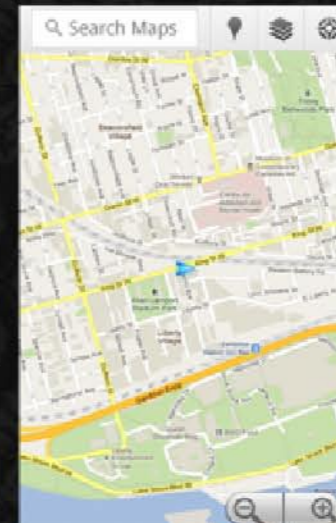
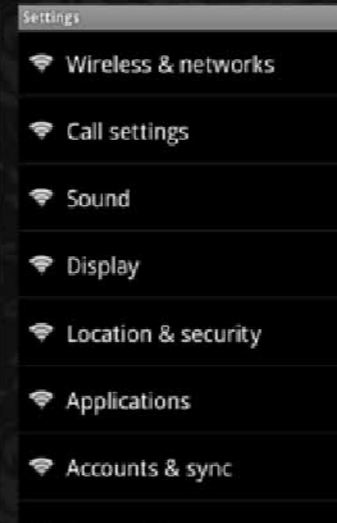
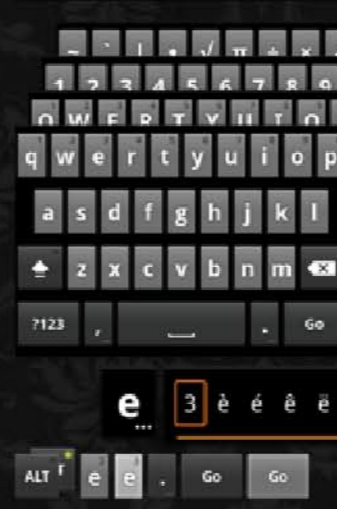
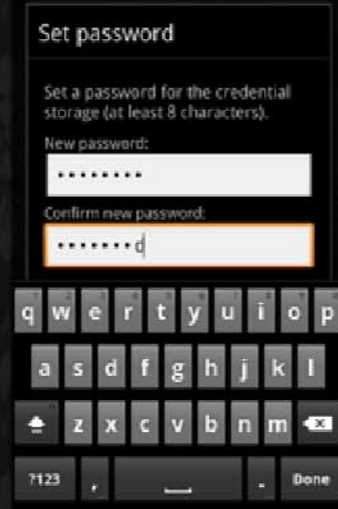
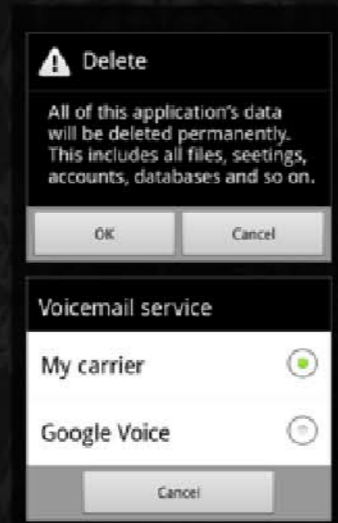
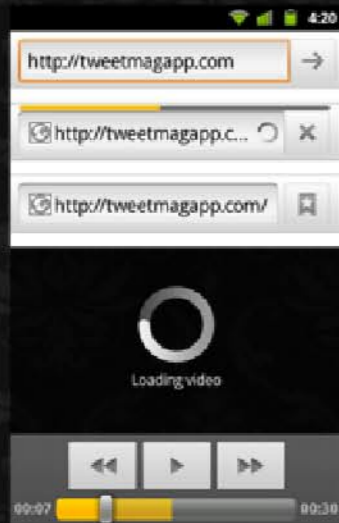
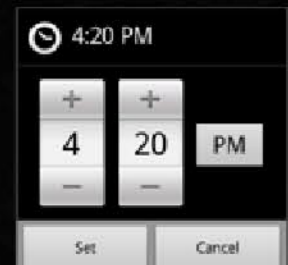
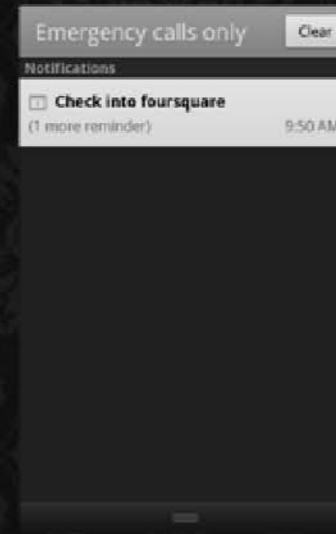
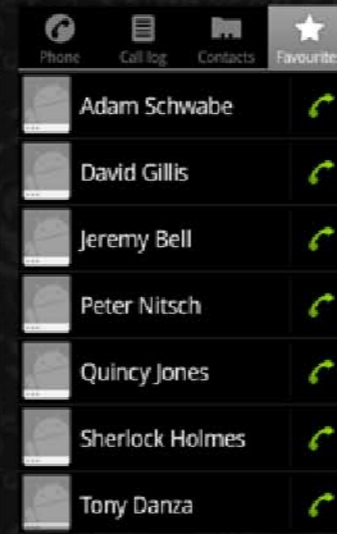
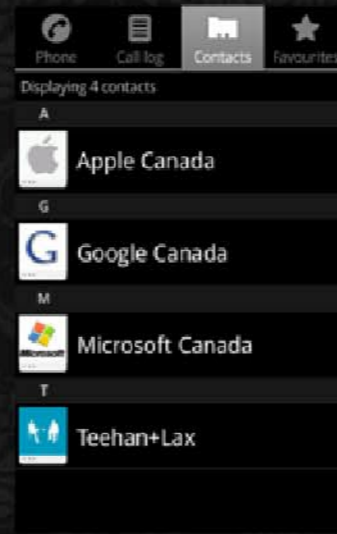
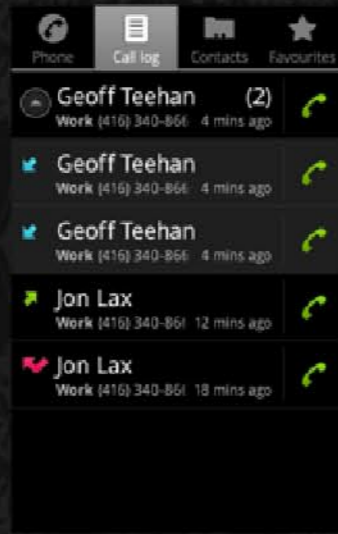
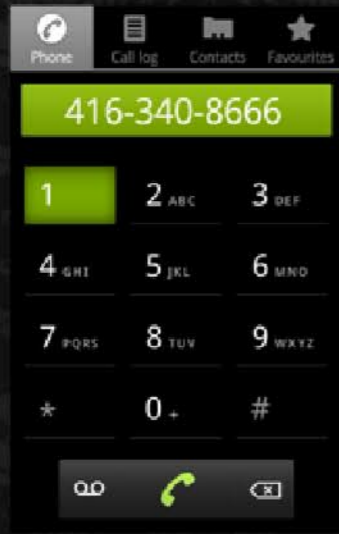
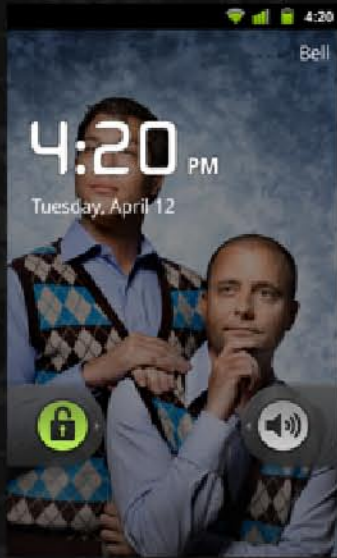
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*Android & iOS Human Interface Guidelines
and UI Element Usage Guidelines for developers*





Android

iPad2





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A successful Content Management system

Can we utilise our existing infrastructure and already transcoded media or do we need to build a totally separate system ?
If so, why? Some factors to consider:

The CONTENT

Size and resolution ; Coding standards ; Framing; Temporal issues (Frames per second);
De-interlacing ; Aspect ratios and Additional on-screen information like logo's

Essentially its all about bandwidth and delivering a good user experience. Scan the feedback on any current TV app and you will note the most frequent issue is about the picture freezing - more than likely during peak usage periods. The success of your delivery is as much dependent on the (UK) networks capacity as it is on your host servers ability to deal with user traffic requests:

Is Your ISP Having a Laugh? At your expense of course. [November 2010 on the The BBC iPlayer message board]
<http://www.bbc.co.uk/dna/mbiplayer/NF8035762?thread=7891503>

The INFRASTRUCTURE

To deliver an on-demand streaming service requires dedicated storage and hardware.
For advice on consultation regarding the building of your own system, a company such as NMR (London) <http://www.nmr.com/>



The SERVICE

There are several companies that boast the ability to take on your encoding, storage and streaming service for you.
Selecting a third party provider should be done carefully. They must, amongst other criteria:
Show a solid record of un-interrupted delivery for a similar high bandwidth client [ask for some kind of load test]
Assign you a dedicated server;
Have a comprehensive back-up plan, preferably some form of mirrored server - [always ON never OFF]
Have it's own internal 24/7 IT support department [check fine print in the service agreement for any loop holes that would dilute responsibility for a failure]
and along with their service, offer products such as a Metrics + Monitoring system with access to reports on demand.

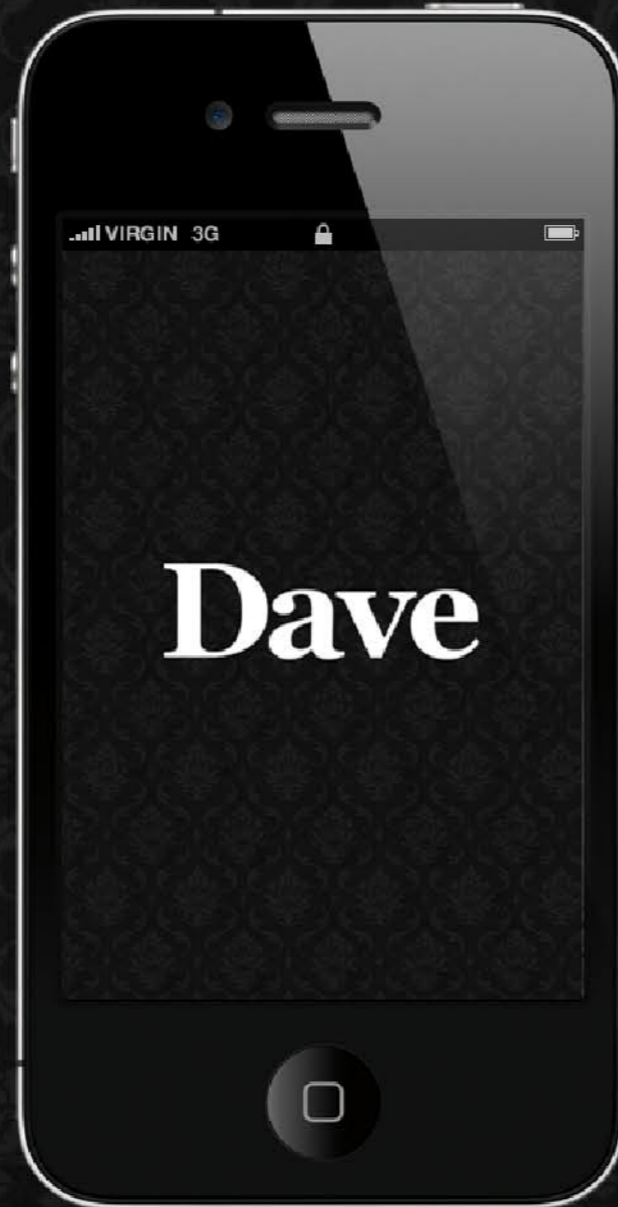


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Dave



Dave

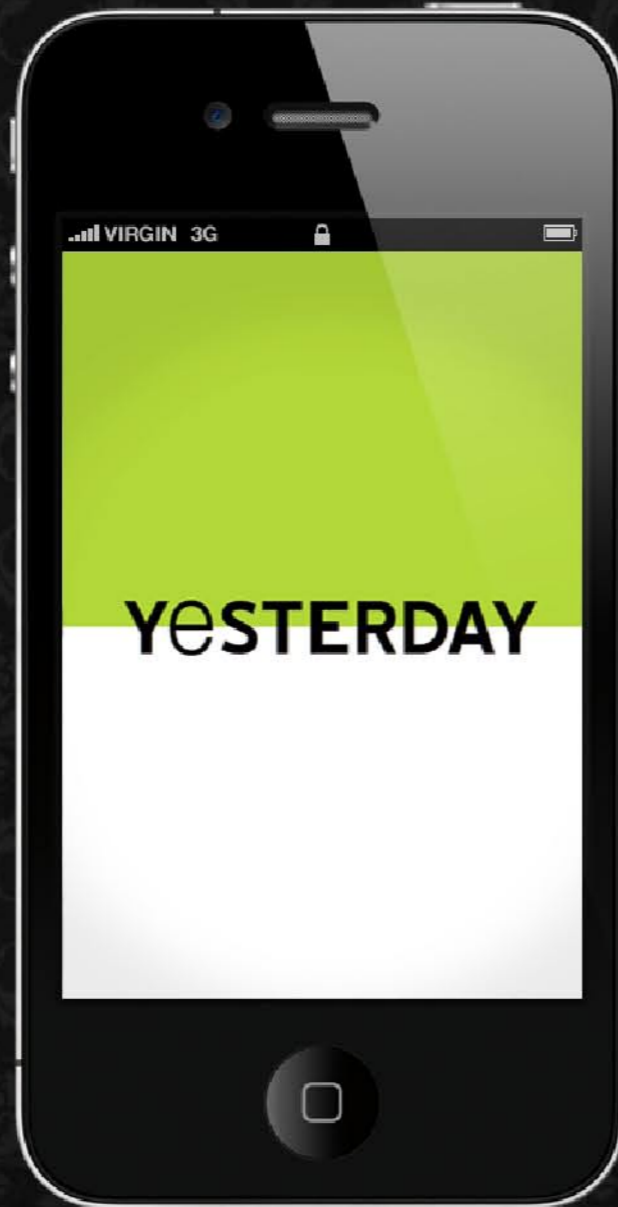




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Sources and useful links:

Apple iOS App Store

<http://itunes.apple.com/gb/genre/ios/>

iPad and iPhone Apps Dev (HD) - free from Stanford

<http://itunes.apple.com/itunes-u/ipad-iphone-application-development/id473757255>

iOS Human Interface Guidelines: iOS UI Element Usage Guidelines

<http://developer.apple.com/library/IOs/#documentation/UserExperience/Conceptual/MobileHIG/UIElementGuidelines/UIElementGuidelines.html>

Android App Store

<https://market.android.com/>

ANDROID Dev - UI Guidelines | Android Developers

http://developer.android.com/guide/practices/ui_guidelines/index.html

Android UI Design Tips

<http://www.slideshare.net/AndroidDev/android-ui-design-tips>

GUI Design templates - iPhone | iPad | Android device

<http://www.teehanlax.com/downloads/>

GARTNER: Android Market Share Doubles, iOS Drops In Q3

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Android vaults to smartphone lead as Nokia faces 'ugly' future

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