

Smart TV Alliance

Build Once, Run Everywhere

NorDig ExCom
Stockholm, Sweden
01-28-2014



Smart TV Alliance Evolution



Smart TV Alliance™

Smart TV Industry

Various Stakeholders, No Standards

Content Providers

App Developers

TPVISION

TOSHIBA

LG

Panasonic

TV Manufacturers



Smart TV Alliance™

Smart TV Alliance

Back in June 2012...

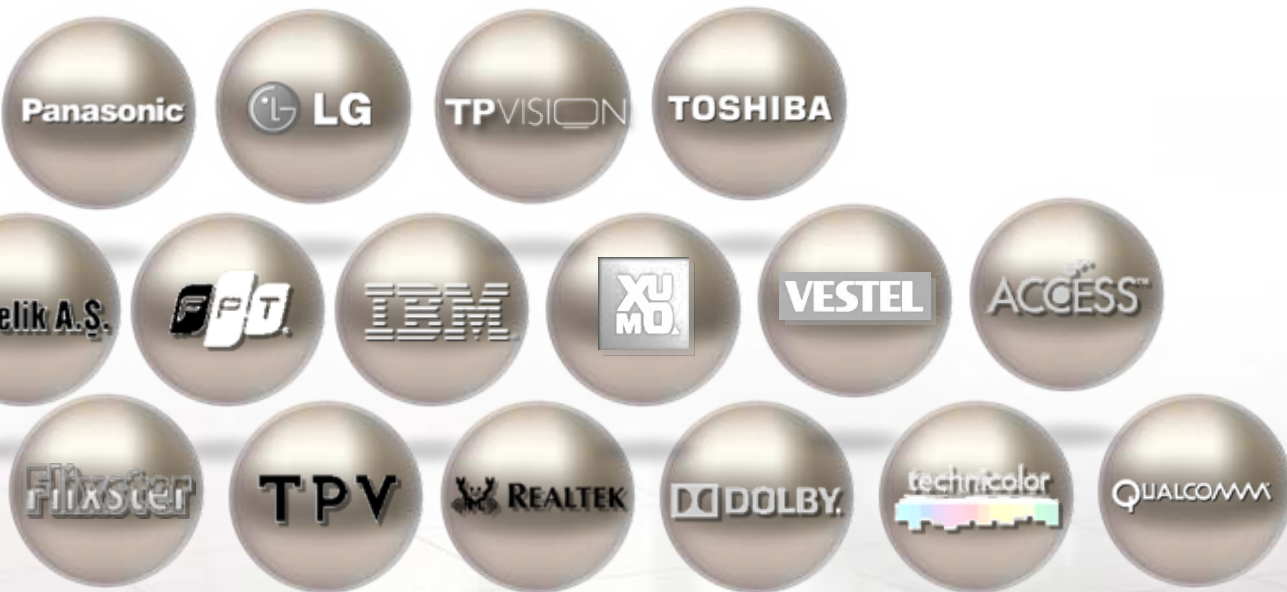
LG, TP Vision, and Toshiba Launched Smart TV Alliance



Smart TV Alliance

Today...

Membership has grown to 19 various companies



Smart TV Alliance Vision

Bring together the fragmented Smart TV universe in order to facilitate delivery of diverse, high-quality content to the users.



'Build Once, Run Everywhere'



Smart TV Alliance™

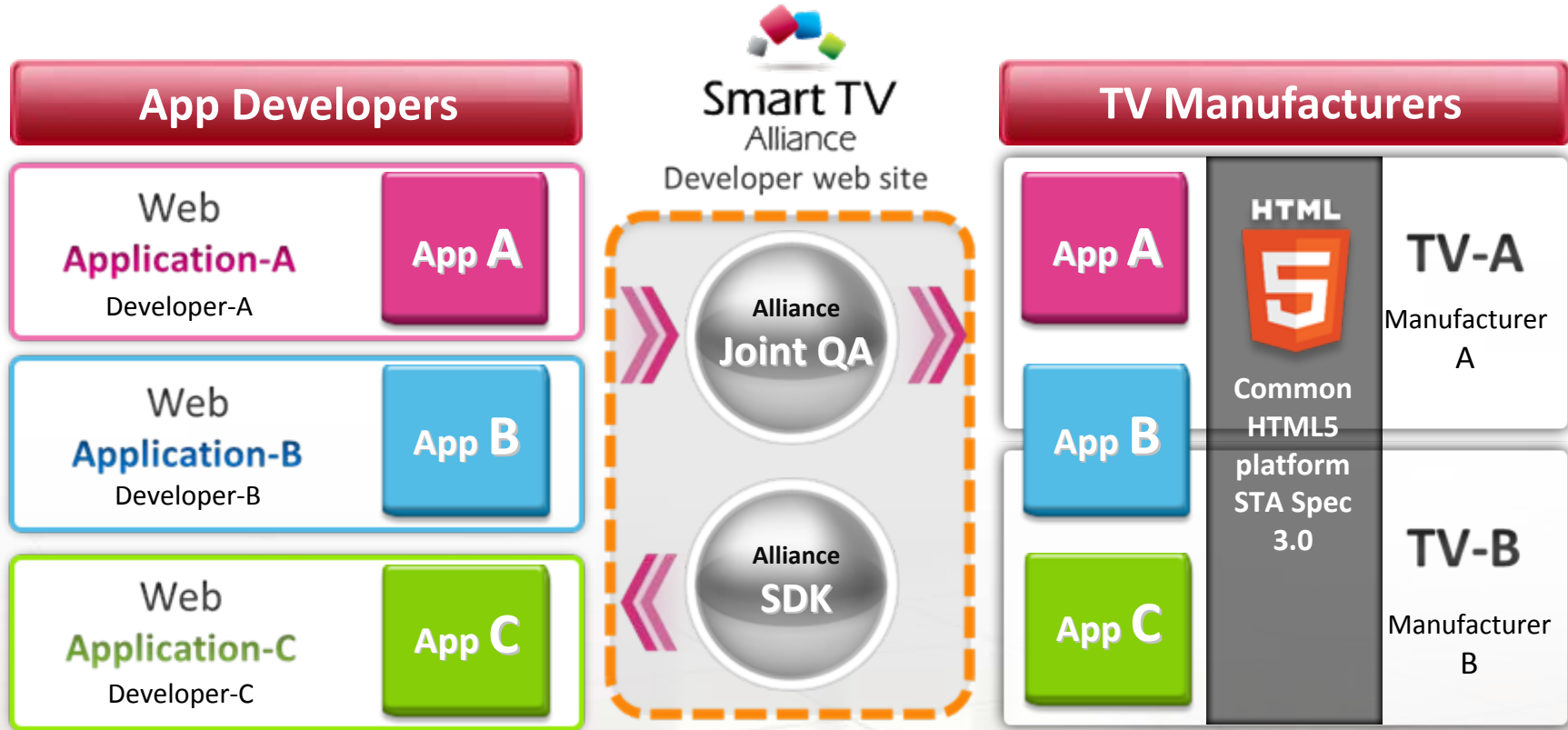
Smart TV Industry



Smart TV Industry



Smart TV Alliance Application Submission Process



Specifications & SDK



■ Spec & SDK 2.5

- Multiscreen (DIAL, AllJoyn) Support: Sample code and emulator
- App validation tools for Spec

■ Spec & SDK 3.0

- Updated HTML5 and CSS features
- New APIs based on developers' feedback
(Device capability API, numeric and color key / multi-audio support)
- SDK tools will support different versions of Spec
- SDK 3.0 will be available in Jan.
- Smart Home White Paper

Developers' Support

Developer Web Site

- All resources for developers in one site
- Developer forum (50+ topics, 130+ posts)

Joint QA

- Announced Pilot program at CES 2013
- Launched at IFA 2013 as part of Developer Support Program
- More than 25 apps (Meteonews, LifeShow Player, AOL On, HuffPost Live, GameTree, etc.)



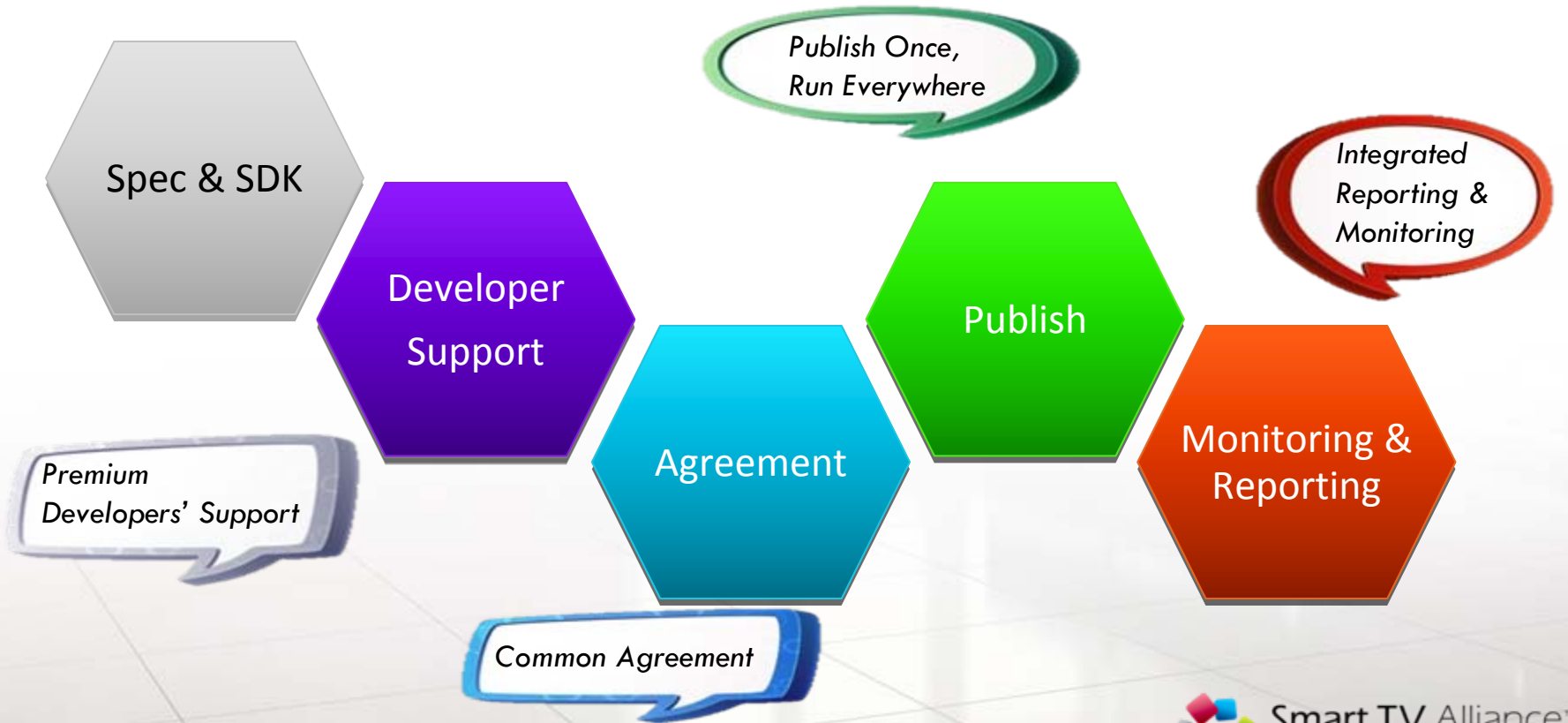


'Publish Once, Run Everywhere'



Smart TV Alliance™

Spring 2014 Alliance App Ecosystem Developer Portal



Premium Developers' Support



APPLICATIONS ▾ TICKETS ▾ FORUM ADDITIONAL SERVICES

Developer Tickets

Ticket Management

Content	Date	Assignee	Priority	Status	Type
<p>How can you ask us questions about developing an app. If your questions are very specific, or you have already registered or submitted your app to the Smart TV Alliance QA team we ask you to contact Smart TV Alliance support via the contact form from this page or our main website.</p>	1-1-2014	DaoNQ	Low	Closed	Email
<p>I prepare a application with Alliance SDK 2.5 the emulator is working fine but i have a problem with Deploy to SDK. There was an error while trying to deploy the file. Could it be related to the emulator?</p>	1-1-2014	DaoNQ	Medium	New	Web
<p>Will there be possible some integration with Facebook and Twitter application on TV? There would be great having the possibility to use the social networks once user is logged on the built TV application.</p>	1-1-2014	DaoNQ	High	In progress	Phone
<p>How is it with the DRM support? So far LG and Philips handled it differently and Panasonic did not have any support for HTML5 applications.</p>	1-1-2014	DuyPT	Medium	New	Email
<p>Why the RC emulator in the Virtual Box does not have support for color keys? They are in specification marked as Conditionally Mandatory, but in fact they are kind of standard on TVs.</p>	1-1-2014	DuyPT	Low	New	Web

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Showing 5 results.

5 Items per Page ▾

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Developer Forum

Premium Developer Support

- Private / Ticket-based Support System
- STA guarantees that questions / problems from developers be answered / solved within a certain period time
- Various ways to get support (Web, Email, Phone, etc.)

Joint Agreement

■ Different agreements for different app stores

■ Joint Agreement

- STA provides a standardized agreement for app developers / content providers
- App developers and content providers don't have to contact each manufacturer
- Every participant for Common Developer Portal will sign a contract with STA respectively

The screenshot displays the 'Signing Contract' step of a 6-step process. The steps are: 1. Registration, 2. Description, 3. Self-check, 4. QA, 5. Sign Contract (highlighted), and 6. Publish. The main content area shows the 'Contract' section, which is an 'AGREEMENT BETWEEN USER AND Smart TV Alliance'. The text includes: 'The Smart TV Alliance Website is comprised of various Web pages operated by Smart TV Alliance. The Smart TV Alliance Website is offered to you conditioned on your acceptance without modification of the terms, conditions, and notices contained herein. Your use of the Smart TV Alliance Website constitutes your agreement to all such terms, conditions, and notices.' It also mentions 'MODIFICATION OF THESE TERMS OF USE' and 'LINKS TO OTHER WEBSITES'. At the bottom, there are 'Sign' and 'Cancel' buttons.

Publish Once, Run Everywhere



APPLICATIONS ▾ TICKETS ▾ FORUM ADDITIONAL SERVICES

■ Publishing to app stores is another hurdle for app developers / content providers

1 Registration 2 Description 3 Self-check 4 Quality Assurance 5 Publish

■ Automated publishing

- STA Common Developer Portal integrates with each member's app store
- After passing Joint QA, the app will be published to all members' app store within a few hours

General application information

Smart Video Rental

Approved: 11/1/2013
Current version: 1.0

[Publish this application](#)

Your application is published, you can withdraw this application on AppStores

Published on Appstores

Panasonic
ideas for life

Company Name: Panasonic
Published date: 12/31/2013

[Withdraw my application](#)

PHILIPS

Company Name: Philips
Published date: 12/31/2013

[Withdraw my application](#)

TOSHIBA
Leading Innovation >>>

Company Name: Toshiba
Published date: 1/1/2013

[Withdraw my application](#)

Not published on Appstores

LG

Company Name: LG Electronics

Integrated Monitoring & Reporting

APPLICATIONS ▾ TICKETS ▾ FORUM ADDITIONAL SERVICES

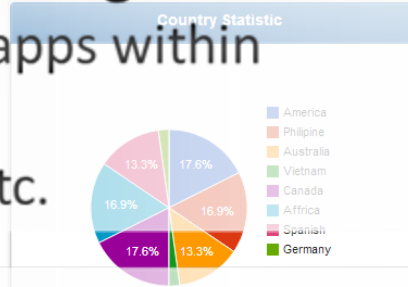


Developer / Applications / Application View

Application Reporting

Integrated application monitoring

- Developers can manage their apps within Common Developer Portal
- QA status, Publishing status, etc.

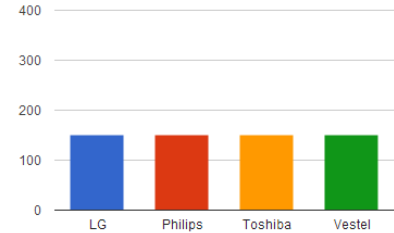


Integrated application reporting

- Integrated application reporting will be provided through Common Developer Portal
- # of downloads, Rating, etc.

Country	TotalDownloadCount
America	115
Philippine	90
Australia	61
Vietnam	15
Canada	115
Africa	100
Spanish	91
Germany	13

TV Marker Statistic



Manufacturer	TotalDownloadCount
LG	150
Philips	150
Toshiba	150
Vestel	150

Rating Statistic

Manufacturer	Rate
LG	★★★★★
Philips	★★★★★
Toshiba	★★★★★
Vestel	★★★★★



Smart TV Alliance Roadmap



Smart TV Alliance™

Smart TV Alliance Timetable



When necessary, specifications upgraded at other times

Thank you

