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AppStream

Insights into the
HbbTV Developer Portal

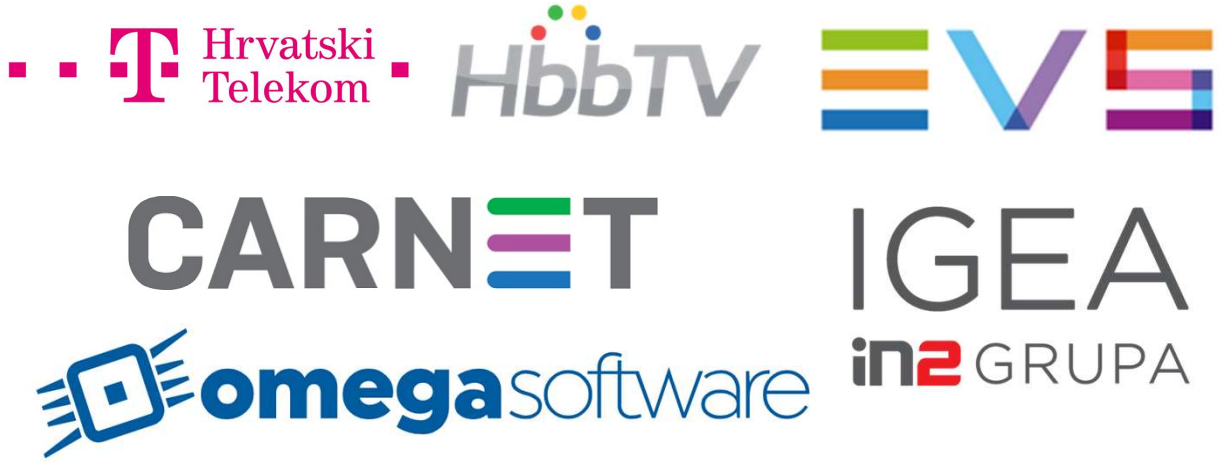## SOFTWARE ENABLING A SMARTER WORLD

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Who are we?

- App Stream is a gathering place of telco, broadcasting and software professionals with deep understanding of technology, market potentials and future trends
- Our main areas of business are:
  - HbbTV application development (launchers, portals, games, <u>AWS-based audience measurement solution</u>, …)
  - Prepaid-enabling platform for PayTV (terrestrial, cable, satellite, …)
  - Enterprise software development
  - <u>Developer outsourcing services</u>

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Who are we working with?

Hrvatski Telekom · HbbTV · EVS · CARNET · IGEA · iN2 GRUPA · omega software

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HbbTV Developer Portal

Our journey so far and what lies ahead…

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Inception

- RfP for implementing the HbbTV Developer Portal in 04/2021
- HbbTV decided to approve our proposal in 07/2021
- Kick-off meeting was held in 09/2021
- Portal structure was predefined by RfP so design proposals followed swiftly (we proposed a „light" and a „dark" theme)
- In parallel, tutorials content was created and submitted for approval by HbbTV

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Implementation

- Test site setup in early stage
- Close collaboration with HbbTV team
- Continuous improvements to the site content and GUI
- Biweekly meetings
- Implementation finished in 02/2022

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The road ahead…

- Improvements on tutorials source code imperfections
- Additional Tutorials / Resources
- API reference improvements
- Other improvements (<u>developer community feedback</u>)…

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Contact us

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