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**EXPO'13**  
OCTOBER 21-24 / ATLANTA, GA

# THE CURRENT STATE OF APPS ON TV AND WEB ON TV, AND WHERE IT IS HEADING

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AppCarousel

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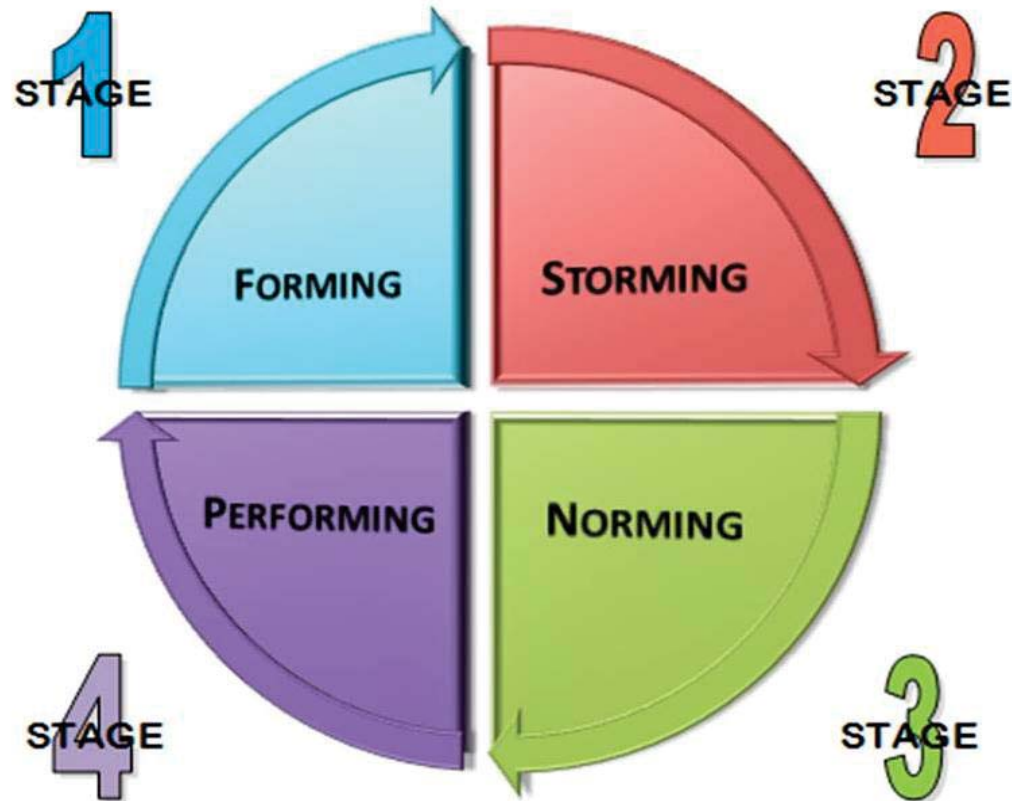
[expo.scte.org](http://expo.scte.org)

# Definitions

Apps on TV	Web on TV
Executable software	Server-based HTML web pages
Pre-installed or downloaded	Accessed remotely on demand
Specific to the Operating System	Requires a browser to run
Specific to functions and tasks	General web content
Often built or customized for TV	Web content needs to be “leanback” and D-Pad friendly
Requires an app ecosystem and an app store	Web pages need to be sourced, tested and curated
<i>And just to confuse matters there are web apps</i>	

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# Apps on TV – where are we today?



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# To create a sustainable ecosystem ...

... there are 5 key questions that need to be discussed.



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# Qu. 1: Will apps on TV be the same as apps on mobile?



Who remembers how bad it used to be on mobile?

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# Qu. 1: Will apps on TV be the same as apps on mobile?

Compared to mobile, TV is a complex set of business models



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# Qu. 2: What will it take for apps to be successful on TV?



Unlike mobile, market leaders in TV are yet to emerge

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# Qu. 2: What will it take for apps to be successful on TV?



Courtesy: Broadcast Technology Report

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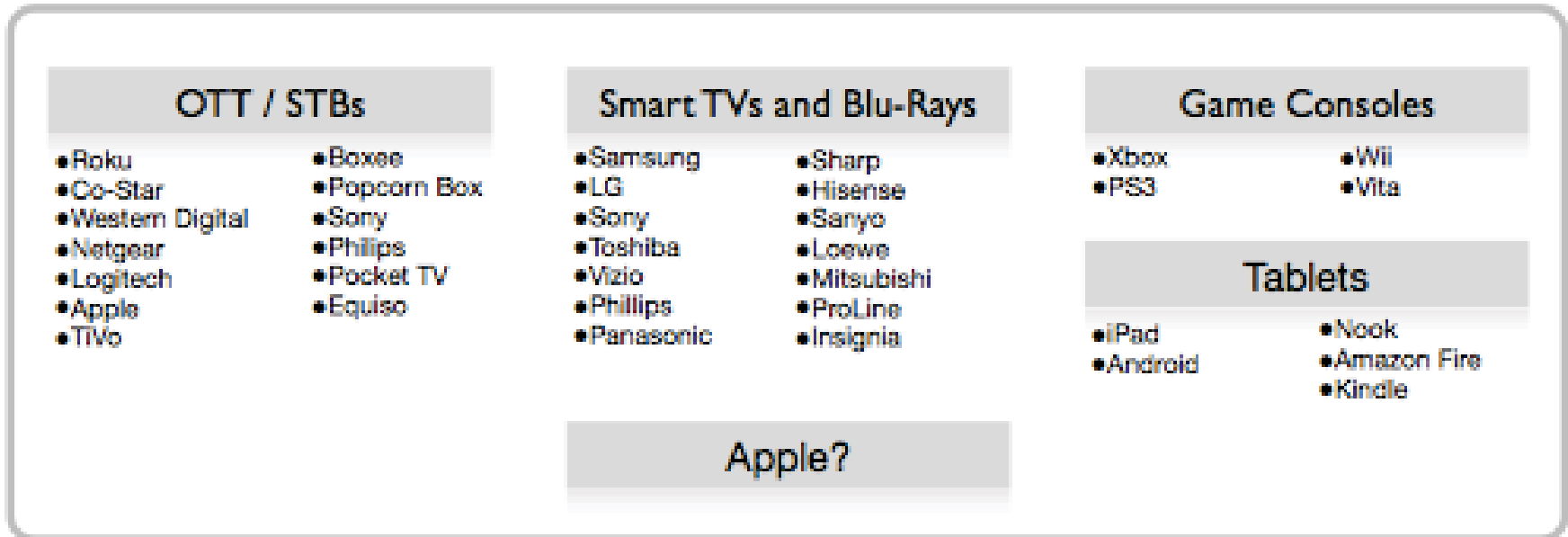
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# Qu. 3: What technologies are needed to deliver apps on TV?

## The Fragmented CTV Ecosystem



Courtesy: Video Ad News

# Qu. 4: What will the role of the companion device be?

Multi-screen:  
friend or foe?



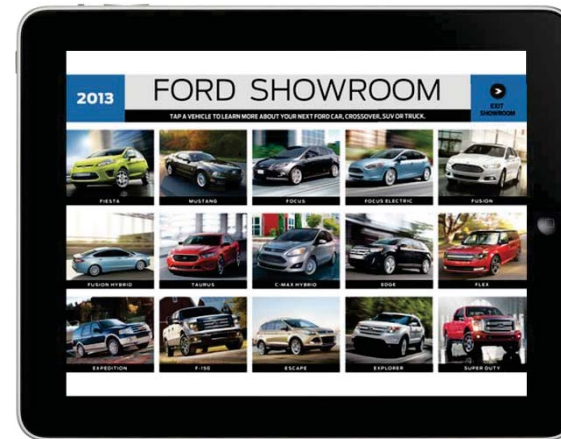
# Qu. 5: How will advertising on TV evolve?



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# Qu. 5: How will advertising on TV evolve?



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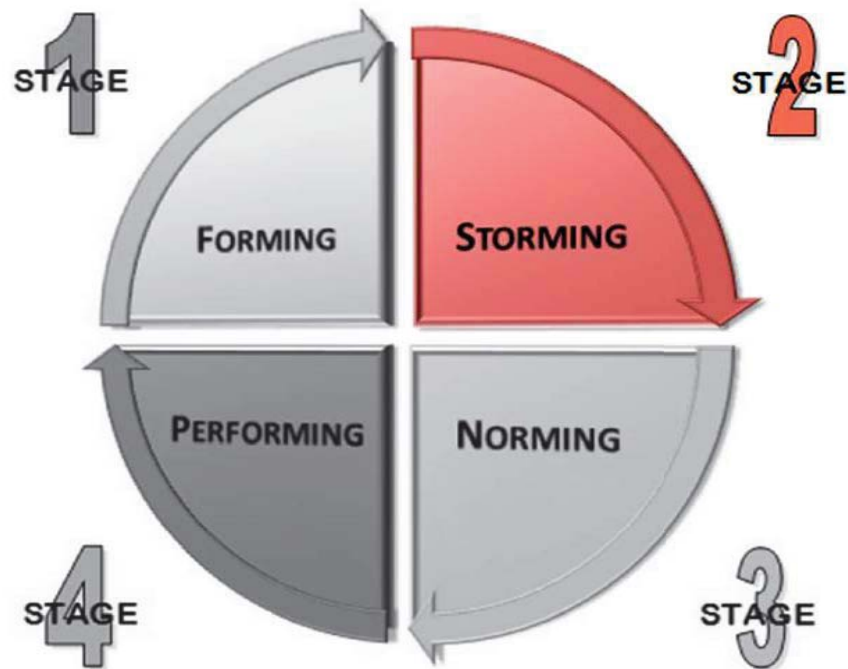
# 5 key takeaways

- ▶ Apps won't be standalone, they will be part of the TV experience
- ▶ Apps provide new solutions to challenges facing our industry
- ▶ Apps will be created and controlled by the major brands for the foreseeable future
- ▶ Apps enable a multi-screen future
- ▶ If we get it right, users won't even know they are using apps

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# So, where are we today?



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