



Is there a future for Apps?



October
2016

■ ■ ■ ■ Apps development nightmare



Multi-device

Multi-channel

Cross-media

Multi-screen

Cross-device

■ ■ ■ ■ Challenges



Functional Design

The difficulty in designing interactions between devices

Visual & Interaction Design

The complexity of adapting user interfaces to different platform UI standards

Implementation

The lack of tools and methods for testing multi-device user experiences



Native Developments
(Android TV / Apple TV)

Standard Web Developments
(Html + Css + JS)

Longer learn curve

Shorter learn curve

High demand + low offer = Higher Salary

High demand + high offer = Lower Salary

Sexier for developers

Attend to many platforms

Platform dependent

Less control

Better Performance

Flexibility for Different Projects

■ ■ ■ ■ Additional Barriers



Testing
Environments

Publication

■ ■ ■ ■ Testing Environments



Endless combination between Devices and OS.

Difficult Production environment replication.

Little test automation

Cross device testing (more corner cases)

Marketplaces Apple/Android/SmartTV

- Clear Process but uncertain planning to validate Apps
- Should follow their strict rules

HbbTV

- No simple deployment
- High dependency of Broadcast partnership

HbbTV



LG Smart TV



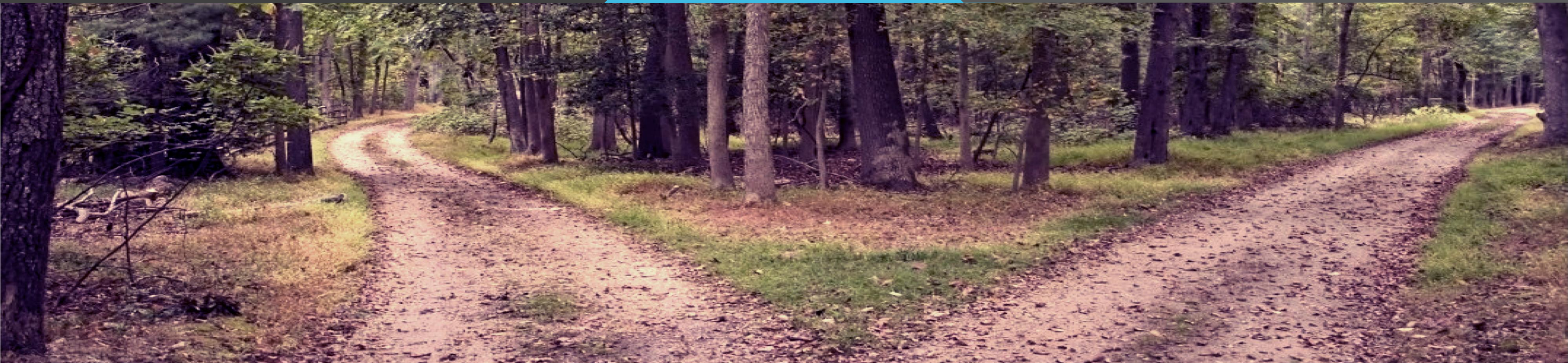
Samsung
Apps



Standardization vs. Diversification

- **Unified cross device experience**
- Avoid product branches
- **Unique experience** in one eco system

- **Differentiate experience**
- Legacy
- Modular devices



■ ■ ■ ■ Is there a better future?





Thank you!

