

2015 Award Winning Consumer App for a Media Conglomerate

The client is an American media conglomerate that airs news, sports and entertainment shows to viewers from more than 212 countries and territories around the world.

OFS was engaged to build an app for Samsung Smart TV and Android mobile for viewer engagement and extend viewership time during their broadcast of a professional sports event.

Business Impact:

- Achieved higher viewership in the last five years
- Extending the viewer engagement and helped increase their ratings for this year's event by 36%
- Winner of the Appy Award 2015 - MediaPost



Key Highlights

- Supported 2013 and 2014 Samsung Smart TVs and all low-end Smart TVs
- Auto-refreshes the content and stores user specific data (like favorite players) locally
- Supports closed captioning of live stream videos
- **Broadcast mode:** Allows users to customize their viewing experiences
- **Live viewer voting:** Lets users vote on certain aspects of the competition
- **Multi-screen functionality:** Allows users to seamlessly pair their TVs and mobile devices

Technologies

- jQuery, AngularJS, HTML, CSS, Samsung SDK