

Let's make TV time
better together.



It's prime time.

1 IN 4 US BROADBAND HOUSEHOLDS ALREADY OWN A CONNECTED TV WITH APPS.

And that number is only growing. Connected TVs will grow by 36% a year over the next five years. Take advantage of this trend and optimize your content for Google TV, which provides a scalable platform to bring your apps to the biggest screen in the house. Viewers can both watch and interact with your content, ultimately increasing viewership for your programs. By bringing Android to the big screen, Google TV is becoming the common development platform across multiple manufacturers around the world.

Engage viewers on a deeper level.

60% of internet-connected TV households use a TV app at least once a week. Why develop your own? Because apps are fun, interactive and relatively new to TV for audiences—and provide more opportunities for you to boost brand engagement.

Work smarter, not harder.

Thousands of apps are available on Google TV, partially because developing them is so easy. Rather than build an app for every device, you can simply extend existing mobile phone or tablet applications to the TV and reach viewers across multiple screens.

Join your peers in innovation.

With over 100,000 titles available to audiences, many of your colleagues have already made their content accessible through Google TV. And activation rates have more than doubled in the last year. Get on board and become known as one of the key players in the connected TV evolution.

Source: In-Stat, "Q2'11 US Digital Entertainment Database," July 26, 2011

"Developing for Google TV was a core strategic investment, which allows Pandora to leverage all of the effort that goes into building our Android application and be able to have complete control over the user experience on TV, with an easy way to distribute updates to the application."

- Tom Conrad, Pandora CTO

For more app information, visit google.com/tv/publisher/

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All Apps