

Interested in Moving Forward?

An Android App is the most integrated way for audiences to engage with your content on Google TV. But it's not the only way. Discover the different paths you can take to make your content more interactive for viewers—all within the Google TV platform.

Three ways to get involved.

Android App. Build an app that spans over mobile phones, tablets and TVs, and enables second screen interaction. Distribute and monetize your products on the big screen to a growing user base through Google Play.

Web App. Google TV includes the Chrome browser, which means you can optimize your website and online videos for the 10-foot viewing experience and enjoy greater viewer engagement.

YouTube Channel. Allow viewers to search, find and watch your YouTube content on TV, so that you can monetize through existing business models like advertising revenue, app revenue, and video on demand revenue.

How do they compare?

	Android App	Web App	YouTube Channel
System Integration	Discoverability of app	●	●
	Discoverability of content	●	●
	Home screen icons	●	○
	System notifications	●	○
Monetization	Ease of app purchase integration	●	○
	Ease of subscription billing integration	●	○
	Ease of in-app payment integration	●	○
	Ease of advertising integration	●	●
Experience	High performance speed	●	●
	Control of user interface	●	●
Distribution	Wide distribution on devices	●	●
	Easy update process	●	●

Which is best for you?

Google TV is designed to make it simple to get your content onto TV. Start by evaluating your existing assets. If you already have an Android app, extending it to Google TV is easy. If you don't have an Android app, then start by optimizing your website. If you already have a YouTube channel, then you're already on Google TV!

Ready to get started?

Visit developers.google.com/tv

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