About TV App Agency

• www.tvappagency.com

Goals

• To understand usage patterns of apps developed for connected TV, including clicks, downloads and time on site
• To utilize data to further optimize apps to drive more usage

Approach

• Implemented Google Analytics into the TV App Agency platform
• Tracked usage trends across clients' apps

Results

• Better insights and deeper understanding of app usage
• More informed decisions regarding future app investment
• Competitive advantage over other connected TV app developers

Google Analytics helps TV App Agency efficiently produce high-quality data for their connected TV clients

The big picture

A connected TV enables consumers to enjoy all types of video and non-video content- on demand -in any room where they have a TV connected to the internet. Multi-screen devices such as smart phones and tablets can be used to connect with and control the TV, as well as to enable social networking interaction with family and friends. With almost 100% of consumers expected to have some form of connected TV by 2015 and the global market forecast to reach $81.2 billion by 2017, companies are looking to connected TV as the new way to reach every household at a fraction of the traditional investment needed for traditional television.

TV App Agency launched in 2011 to provide expertise across software development, mobile apps, user experience, multi-screen devices, TV app development and app store submission to enable brands, production houses, agencies and broadcasters to get onto connected TV. The agency has produced apps for connected TV devices including Samsung, LG, Philips and Sharp, and platforms including Google TV, Opera and set-top boxes. In pioneering the build of applications for connected TVs, the agency uses a cross-platform engine so the apps they develop work on several different TVs, an efficient approach that eliminates the need for native code for each app.

Watch out

Going forward, the big question facing this emerging platform is monetization, so a critical need exists to record data on clicks and downloads on apps for connected TV. "There weren't any existing statistics on what happens after the client downloads these apps," explains the company's co-founder and director Bruno Pereira. "We needed to understand what the consumer wants. We wanted to understand what should be developed in apps and to gain data-led insights into future development."

TV App Agency spoke to a host of vendors offering analytics capabilities based on "stacks and stacks of APIs". In contrast,they discovered that the Google Analytics APIs were easy to implement using the mobile server PHP code. With many of their own customers already comfortable using Google Analytics, the decision was made to integrate this into their own product offering.

TV App Agency opted to use Google Analytics' server side APIs, which were more easily compatible in the connected TV environment than JavaScript APIs. They were able to use their own in-house knowledge from previous mobile development to come up with a tagging strategy that harnessed exactly the data required.

> *"Analytics is a fundamental part of an app life cycle. We are looking to improve user experience, by understanding what the users want and how they want it."*
>
> *- TV App Agency client José María San José, BBVA*

> *"Implementing Google analytics into our SmartTV app was essential for us to understand usage on this emerging platform. We strongly believe that 2012 is the year that SmartTV usage will gain traction and Google Analytics will enable us to understand when the right time is to invest further in applications for the platform."*
>
> *- TV App Agency client Paul Brown, Absolute Radio*

All set to go

What advantages has Google Analytics provided to the agency? "It was quick to develop this integration and it provides valuable data to our clients," says Bruno. "We are now able to track which adverts are being played and get an idea of which functions in apps are being used. Plus, the real-time reports show when people are actually using these apps."

Visibility and transparency is a unique selling proposition that TV App Agency is able to offer, since it's rare for clients working in the connected TV space to get this type of data. As a result of the activity, their clients are better able to understand reach, which in turn drives better decisions.

For example, the Google Analytics reports for Spanish broadcaster RTVE's app revealed they had 100,000 unique visitors in a four-week period with an average time on the app of 20 minutes. Meanwhile, the Spanish football app for Liga BBVA recorded up to 18,000 users per week. The ability to capture and analyze results like these helps to justify further investment into apps as a way to grow a brand's user base.

As for future plans,the agency already has four apps launching with Google Analytics; Rightmove, Absolute Radio, brochureware for Seychelles Island and National Rail Enquiries. Increasingly, their clients are asking what more they can do and how to improve user experience in connected TV. TV App Agency is planning to track more events, along with other deeper functionality. Their ability to offer richer data and analysis than other connected TV app developers gives them an incredible advantage in this exciting new space.

About Google Analytics

Google Analytics is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. For more information, visit google.com/analytics.