

OWN THE LIVING ROOM

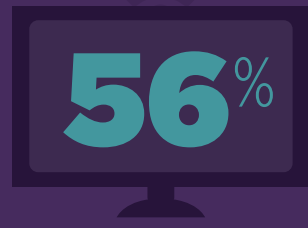
5 reasons Apple TV should be part of your strategy

The new Apple TV may be the tipping point for the transformation of the primary home TV into a software platform embraced by consumers. From streaming to next-level app-enabled experiences, Apple TV offers an unprecedented opportunity for brands to own the living room.



Here are 5 reasons Apple TV is so exciting:

1. The market is ripe.



56% of US households have at least one internet-connected TV. This number is projected to rise to nearly 80% by 2019¹.

2. Apple TV is surging.



61% of TV Everywhere viewing (AKA authenticated streaming or authenticated video on-demand) is on Apple devices².



3. The new Apple TV (and its operating system, tvOS) unlocks amazing new experiences.

- Gives developers unprecedented freedom
- Built on iOS
- Open community
- All kinds of apps, not just video content
- Multi-device interaction with the same app



4. Apple rocks at building ecosystems.



Beautiful product + Great UI + Developer program

Proven iPhone pattern

5. It's easy to get in early.

- The tvOS template approach (TVMLKit) makes it simple and inexpensive
- Get in on the ground floor and iterate from there!



¹ Paul Verna, US Connected TV Usage, eMarketer, November 2015

² Digital Video Benchmark - Adobe Digital Index Q2 2015

Learn more at www.phunware.com/services/tvos-apple-tv-design.



www.phunware.com | 855-521-5424 | @phunware

