

# PANASONIC Operator App At Zattoo

Example of an OpApp implementation



#### What is an OpApp?



- Extra Device
- Extra Remote
- Extra Cables
- Extra Device UX
- + Full Remote Control utilised
- + Always On
- + HbbTV
- + TV Experience melted with device



- Find App
- Download App
- Open App every time\*
- Subset of RCU Buttons
- + No extra cables



- + App on TV source input
- + More of Remote Control utilised
- + Always On
- + HbbTV\*
- + No extra cables
- + TV Experience melted with device

User perspective app installation during TV setup

[Video showing setup of OpApp]

## Implementation at Zattoo based on existing OTT app



#### **Checklist - Preparation**

□ DVB Services Org ID (MHP) - for identifying the app

### UNDER THE HOOD



#### Checklist

- ☐ Get a TV with a special firmware
- ☐ Ask Panasonic for reference app
- Download API docs





#### **Checklist - App Start Experience**

- Create a packaged version of the app (follow reference example)
- ☐ Implement Loader UI
- ☐ Initialise TV APIs based on reference example
- Add XML AIT file
- ☐ Encrypt the package and host it
- Share URL with Panasonic





#### **Checklist - Home Feed**

- ☐ Create a static or dynamic JSON feed
- → Host it
- ☐ Share the URL with Panasonic team
- ☐ Add event handlers in the app code





#### **Checklist - Additional Hardkeys on the Remote Control**

- ☐ Request additional key via provided by Panasonic API
- Add event listeners to the app





#### **Checklist - Settings**

- ☐ Add event listener in the app code
- ☐ Make Settings UI available for both authenticated and anonymous users





#### **Checklist - Offline Mode**

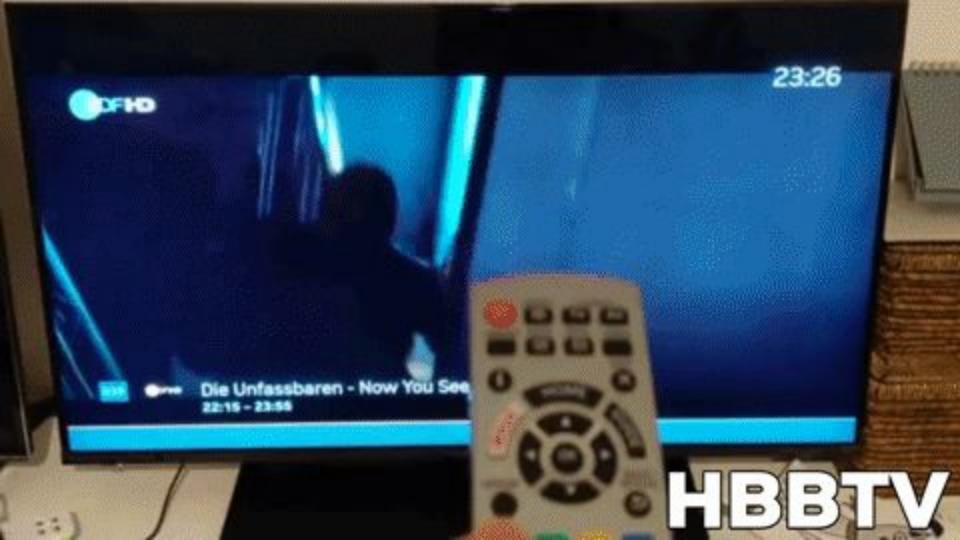
- ☐ Implement check for network connectivity
- ☐ Add UI to display offline status





#### **Checklist - Uninstall**

- Extend app settings with Uninstall option
- ☐ Implement method to cleanup user data and delete the app via API
- Add event listener





#### **Checklist - HbbTV**

- Add event listener for Red button
- Map channel ID to HbbTV app URL
- Add method to create/close HbbTV apps based on provided API



#### **Zattoo OpApp - Facts**

- On 2020 Models and up
- OpApp only available in those devices, no choice between OpApp and OTT
- No user complaints or requests since launch in September

