

Video Streaming App For a Media & Entertainment Company

How fine-tuning iOS and Android video streaming applications alongside crafting new apps for Apple tvOS and Amazon FireOS platforms empowered a US media & entertainment company to amp up the inflow of viewers by **22%**.

Challenge

Our customer previously developed an application for iOS, Android, and Roku platforms. However, this application required the development of new features, as well as optimization and refactoring of the code.

The customer also decided to develop an application for Apple tvOS and Amazon FireOS platforms.

The company contacted us for the development. **They asked us to:**

- Add updates and deploy them to all existing platforms.
- Make enhancements and to add and deploy new features.
- Launch Apple tvOS and Amazon FireOS apps.

Solution

For the iOS, Android, and Roku platforms we developed such features as:

- Google Analytics for event tracking
- Mixpanel integration to capture play events
- Ability to “cast” videos via Chromecast
- Have videos in series and playlist views play continuously
- Auto removal of video from playlist once watched
- Ability to rearrange the order of videos in playlist or favorites
- Ability to start video from previously ended position from another device assuming the video is not completed, cross device resume (XDR)

Our team also developed Apple tvOS and Amazon FireOS apps from scratch.

Key features



User-friendly interface



Ability to arrange videos by various ratings (favorite, new, popular)



Streaming videos and movies

Technologies

iOS:

- Objective-C
- REST
- Google Analytics
- Flurry, Mixpanel
- In-App Purchases
- Keychain
- custom player with AVKit
- HLS
- Chromecast streaming
- MessageUI
- QuartzCore

Android:

- Android SDK
- Google Play
- Services
- ChromeCast SDK
- Exoplayer
- Mixpanel
- Google Analytics
- Flurry Analytics

tvOS:

- Swift
- REST
- Google Analytics
- Keychain
- Mixpanel
- TV Services Extension
- custom player with AVKit
- HLS

FireTV:

- Leanback
- Library
- Retrofit
- RxJava
- Dagger 2
- Exoplayer
- Flurry Analytics

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