



TVR Info Portal goes Mobile on Key Smartphones & Tablets using Top Mobile Technologies

COMPANY PROFILE

Romania's National Television was founded in 1956 when its airtime was limited to no more than 21 hours per month. 52 years later TVR launched one of the top news portals in Romania www.tvrinfo.ro visited daily by thousands of people nationwide as well as internationally.



BUSINESS CHALLENGE

As most media companies in 2012, TVR understood it has to embrace mobility TVR decided it should make its multimedia information available on mobile devices. TVR's main objective was to reach the two main platforms that cover over 80% of the smartphone market: Android & iOS.

Although in house development was initially considered a viable solution the difficult and time intensive development process made TVR believe their best solution was to use an ICMAP (Integrated Cloud Mobile Application Platform) that could easily adapt to their development requirements and also provide the scalable backend infrastructure they needed.

Although other cross platform tools were taken into account Appscend's integrated cloud services together with its industry leading cross platform development markup language was an easy pick due to its holistic approach over mobile strategy and services.

SOLUTION

Using Appscend's cross platform development solution: Ignite Markup Language, TVR was able to deploy a complete mobile application featuring category based news feeds, social networks integration as well as Radio Streaming and Live video streaming of the TVR Info news channel.

Since Appscend's Ignite Markup Language is a cross platform, single codebase technology the app was instantly de-ployed on the main platforms: iOS and Android on smartphones as well as tablets, reaching over 80% of the smart-phone market.



The TVR info application was deeply integrated with Appscend's cloud services including our Intelligent App Analytics and Smart Push Notifications. Combined, these two components were a key factor to TVR info's mobile application success, rated one of the top news applications in the local App Store.

SOLUTION

Another key feature of the mobile application was the iWitness module that empowers users to send directly from their smartphones or tablets news happening on the spot, containing text and images.

Managing the information sent by the users was also a key challenge for TVR. To make things easy, we have integrated the iWitness with Appscend's flexible cloud content management system that enables easy data collection straight from the users end devices in real time. Content can be reviewed and published in the application instantaneously with the click of a button.

RESULTS



" We were very pleased with the technology solution Appscend provided. The intuitive and powerful application management panel was a key factor for our success. Appscend is definitely a platform we will base our future mobile projects "

Cristian Corobana, Web Strategy Consultant - National Television

The TVR info application reached over
40.000 downloads
in the first couple of months from its official launch and is rated by its users with an average of
5 stars in the Apple App Store

Push notifications reach over
25.000 subscribers
and by using Appscend and by constantly. The application is used by
over 2000 unique daily users

