App TVIZ.tv

Customer / Developer of the App/ Developer of ACR: «TVIZ» Ltd (ru)

App OS: iOS & Android

Mobile Devices: Smartphone & Tablet

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The Registered Users: > 900 000
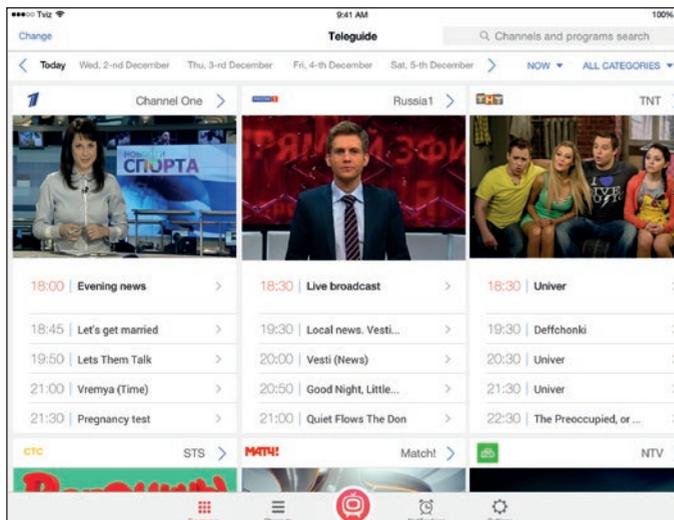
The Active Users: > 240 000

Monthly Retention: 45%

Russian App Store Search Chart: №1 by queries related to TV Guides

Russian Google Play Search Chart: №2 by queries related to TV Guides

Uniqueness: The ACR system allows users to recognize a TV-show from over 100 channels on your TV

Type of broadcastings: Live/ VoD

About App

- TV guide for over 500 channels;
- Recognition of 100 TV channels (audio ACR :: Fingerprint);
- Photos, announcements, links, and detailed descriptions of shows and movies;
- Ability to view shows offline, without access to the Internet;
- Live broadcast of 20 federal TV networks;
- Synchronized with calendar reminds about the beginning of selected shows;
- Ratings of IMDb and Kinopoisk for movies and shows.

Advertising stock: native commercial blocks in the TV program, banners, full-screen banners while switching between sections of the App, branding of shows screens, branding of TV program`s section.

Advertisers: MATCH!Club

Technology

iOS/Objective-C, Android/Java languages were used for the development of mobile applications.

The server part is a system that represents a set of the API necessary for the functioning of mobile applications, and a content management interface. It is scalable and can withstand high load.

Developed using modern frameworks with a unique subsystem of data caching, providing the ability of withstand the prime-time TV viewing.

The shows recognition is carried out by ACR :: Fingerprint technology, which is a proprietary solution of «TVIZ» Ltd. The system performance is achieved by using the original algorithms based on the GPU processes.