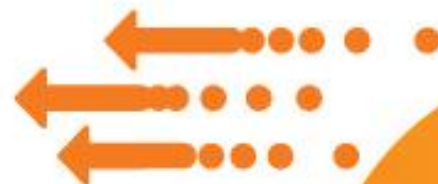

Start Up Quickly Creates Innovative Social TV Application

Takes Advantage of AT&T U-verse® Enabled APIs to
Build the Interactive App

“The AT&T platform helped us connect devices and data in users’
living rooms in a way we couldn’t have done without this
technology.”

Tim Lee
CTO and Co-Founder
Miso



Case Study

Company Overview

Founded in March 2010, Miso is a small, growing San Francisco-based application development company. Its primary application, also called Miso, is a social TV application designed to make watching TV more fun and interactive. The Miso app, which has more than 315,000 users, delivers rich and engaging second screen experiences called SideShows, which run in parallel to what's on TV and supply complementary content while you watch. SideShows are created via an open publishing platform that allows anyone to tag a piece of content and synchronize it with the TV. The U-verse enabled version of Miso automatically detects what TV shows users are watching and lets those users easily share information about what they're watching with their network of friends. With the application's search function, users can find shows in the AT&T U-verse guide directly from their Miso social network.

Business Challenge: Create Interactive Mobile Application That Integrates with TV

Miso was formed to capitalize on the trend of consumers viewing television in new, interactive ways. "Increasingly, people are watching television on their smartphones and tablet computers, and they want to be continuously connected socially while watching," says Prakash Venkataraman, Business Development, Miso. "Rather than just watching TV, they want to chat with friends about which shows they're watching and have a deeper relationship with the shows they are watching. We wanted to design a mobile application that lets people share what they're watching with friends and get incremental, engaging content in a time synched manner."

Additionally, Miso wanted to provide pertinent, organized data. "People want contextually relevant data at their fingertips, and we feel that data should be highly structured and synced with what they're watching," Venkataraman says. "For example, someone might want to instantly find out the name of a song playing on a TV commercial, but without having to search for it on the Internet."

In late 2010, Miso started developing a new version of its application that could be fully integrated to work with the AT&T U-verse TV receivers. U-verse is the fastest-growing Internet Protocol Television (IPTV) service in the United States, with more than 4 million subscribers.* "We wanted to make U-verse a better experience, and we wanted to use the best development technology to make that happen from iOS-supported devices," says Tim Lee, CTO and Co-Founder of Miso.

Company

Miso, headquartered in San Francisco, California, is a growing application development firm. Its interactive application connects with TV receivers to give users an integrated, data-rich TV viewing experience.

Business Challenge

The company wanted to offer its customers a richer TV watching experience by integrating the U-verse APIs. Miso wanted to detect the AT&T U-verse TV content in real time to provide an easy to use, complementary second-screen experience, giving users information relevant to the shows they watch.

Solution

Miso developed its social TV application using the AT&T U-verse Enabled SDK for iOS.

Key Benefits

- Provides tools to create a complementary experience to the U-verse TV service, including remote control, TV metadata detection, and the ability to use the TV as an alternate display.
- Gives users a fully connected, interactive experience.
- Offers strong support.

The Solution: The AT&T U-verse Enabled APIs

In late 2010, Miso was invited to the AT&T Innovation Center to begin working with AT&T on an alpha version of the U-verse Enabled SDK, which was subsequently released on developer.att.com in January 2012.

AT&T U-verse Enabled SDK

While at the Innovation Center, the Miso development team received access to the AT&T U-verse Enabled SDK for iOS. Using this group of APIs, developers can create interactive mobile applications that connect to a U-verse receiver over an in-home Wi-Fi network, giving users the opportunity to interact with their TV screens. Once an application is associated with the receiver, it can send remote-control commands, receive updated data on specific shows being watched, detect channel changes, and direct the receiver to display relevant and compatible content from hosted URLs.

Syncing with a Receiver

Working closely with AT&T, Miso used AT&T APIs to create a version of its existing application that was U-verse Enabled. Using their U-verse Wi-Fi network, viewers open the new Miso application on their device and then identify which U-verse receiver they are watching. Once they touch a specific receiver on the application's display, Miso syncs with that receiver and displays what shows are on. If users wish to switch to a different receiver in another room, they tap the sync icon to choose the new receiver. Miso users can then choose to receive social feeds and data relevant to specific shows within the application.

Users can also simply touch any show within Miso to search for it on their U-verse receiver. In addition, the Miso application includes show ratings, a chatter stream, and a user-generated platform where people can create exciting and engaging content that is relevant to the show. "With Miso, when your favorite show comes on, you have access to a dashboard of relevant information on your iPhone, and you can interact and engage with your friends at the same time," says Lee.

Key Benefits

Miso relied on AT&T U-verse Enabled APIs to quickly develop an innovative new application that gives users a connected and interactive TV viewing experience. The company also has benefited from a strong partnership with AT&T.

Provides Tools to Create an Innovative Application

Using the AT&T U-verse Enabled SDK for iOS, Miso quickly created an innovative mobile application that connects directly to U-verse. "The AT&T APIs were very easy to use, and integrating them into our product was very simple," says Lee. "We were up and running within one session at the Innovation Center."

The Miso development team used the APIs to develop an innovative application that uses touch-based search. "Searching for content on your TV can be a slow, complicated process," says Lee. "With the AT&T U-verse Enabled SDK for iOS, we were able to make the search process fast and simple, giving users instant access to the content they're trying to find." Another innovation is the application's seamless integration of relevant data with the user's mobile device. "This gives us a lot of exciting opportunities to make Miso very interactive," Lee says. "For example, I imagine that one day users will be able to follow a presidential debate on TV and simultaneously use Miso to directly connect with experts in their city. There are many companies that offer solutions similar to ours, but none of them can offer the integration with the receiver that we can provide through the AT&T U-verse Enabled APIs."

Gives Users a Fully Connected, Interactive Experience

With Miso, TV viewers can use their mobile device to have a much more integrated viewing experience that helps them connect with their social network while watching TV. "We've developed an application that lets people watch TV with their friends, whenever they want to," says Lee. "They can stay connected and engage in conversations while watching the shows they like."

Miso also gives users the best, most current information about the programs they are watching at that time. "With Miso, you have instant access to very relevant content, such as what products are being displayed, what song is playing, or specific plot points," Lee says. "The AT&T platform helped us connect devices and data in users' living rooms in a way we couldn't have done without this technology."

Offers Strong Support

Miso also receives strong technical support from AT&T. Venkataraman comments, "We were amazed at how available everyone has been on the AT&T team," he says. "It demonstrates a real commitment to our technology and gives us a lot of confidence in the long term for using U-verse APIs to build future applications. Our partnership with AT&T will help us innovate and create integrated applications that give our users a better TV experience."

**Claim based on comparison of major TV providers' percentage growth in subscriber counts and national market share data in 1Q 2012.*

Geographic and service restrictions apply to AT&T U-verse services. Customers can go to att.com/U-verse to see if they qualify.

