

Samsung Smart TV App Submission Guide

Prerequisites

Before uploading your app to the Samsung Smart TV Seller Office, ensure the following:

1. Samsung Account

- Register at <https://seller.samsungapps.com>
- Verify your email and complete your profile.

2. App Ready for Production

- App built and tested for Tizen (Samsung Smart TV OS).
- Package in `.wgt` format for Tizen-based TVs.
- Complies with Samsung Smart TV Development Guide.

3. Required Assets

- App Icon: 512x512 px
- Screenshots (1920x1080 recommended)
- App Banner: 1080x480 px
- Promotional Video (optional, but recommended)
- Privacy policy URL

Step-by-Step: Uploading Your App

1. Log in to Samsung Seller Office

- Go to Samsung Seller Office
- Navigate to "TV" > "Applications" > "Register New App"

2. App Information

Fill in the following:

Samsung Smart TV App Submission Guide

- App Name
- Supported Devices (Select supported Samsung TV models or model year range)
- Categories & Tags
- Country/Region Availability
- Language Support

3. Upload Application File

- Upload `.wgt` file (max size 2GB)
- The package must include:
 - config.xml
 - Icons
 - Proper versioning and metadata
- Validate using the Samsung Tizen Studio Emulator or real devices beforehand.

4. Upload Assets

- App Icon (512x512)
- Screenshots (at least 3 required)
- Banner Image (1080x480)
- Promotional video (YouTube link, optional)

5. Privacy and Compliance

- Add privacy policy URL
- Confirm compliance with:
 - Data privacy rules (GDPR, CCPA, etc.)
 - Samsung TV advertising and monetization policies (if applicable)

6. Testing Info (Important!)

- Provide instructions for testers:
 - Sample account credentials (if login is required)
 - Remote navigation guide if needed

Samsung Smart TV App Submission Guide

- Any special setup (backend server URL, environment info, etc.)

7. Save and Submit

- After completing all sections, click "Submit for Certification".
- You can track the review status under "My Applications" > "Certification"

Certification & Review

Samsung will perform:

- Functionality Test
- UI/UX and Remote Control Compatibility
- Performance Test
- Compliance Check (e.g., no harmful content or excessive data collection)

Duration:

- Typically 5-10 business days
- You'll receive:
 - Approval
 - Rejection (with detailed reasons)

Tips for Approval

- Fully test navigation via remote (no touch/mouse-based interaction).
- Avoid hard-coded credentials.
- Support Full HD resolution (minimum).
- Implement graceful error handling.
- Make sure all external links (e.g., privacy policy) are functional.

Samsung Smart TV App Submission Guide

After Approval

Once certified:

- Your app will be published automatically to the Samsung Smart TV store for the selected regions.
- You can monitor installs, update apps, and view crash reports via the Seller Office dashboard.

Useful Links

- Samsung Seller Office: <https://seller.samsungapps.com/>
- Tizen Studio Download: <https://developer.tizen.org/development/tizen-studio>
- Samsung Developer Documentation: <https://developer.samsung.com/tv/develop/overview.html>
- TV App Submission Guide: <https://developer.samsung.com/tv/develop/distribute/launching-your-app.html>