



# AppleTV Pilot App

Specs and Documentation

# App - Splash Screen

## Image

1920 x 1080

\*customer provided asset



# App - Home Screen

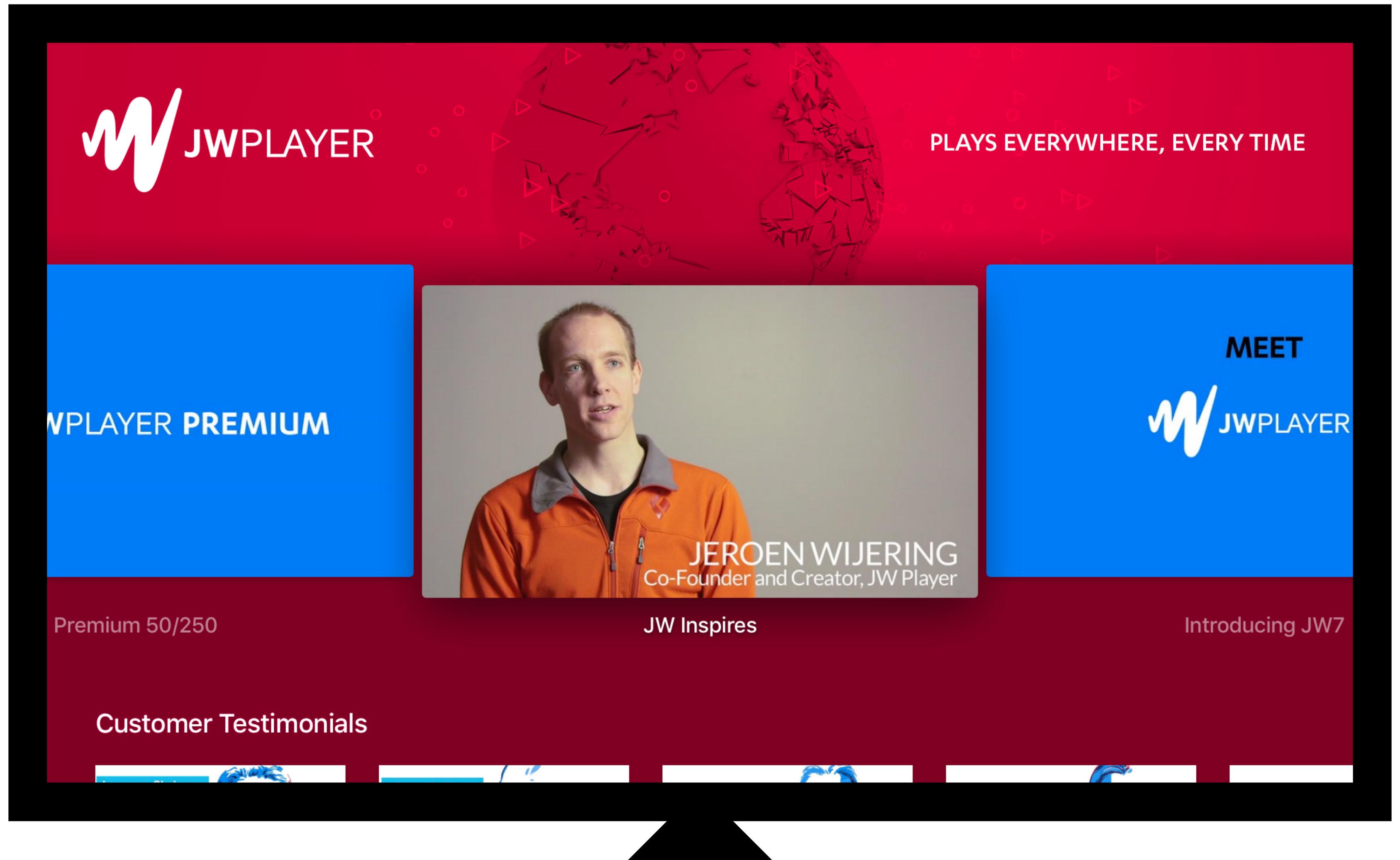
## Branded header image

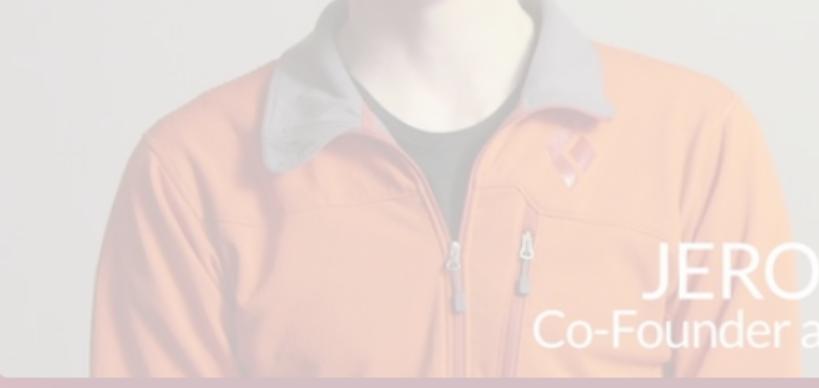
1920 x 400

\*customer provided asset

## Featured playlist carousel

\*customer must provide playlist ID





JEROEN WIJERING  
Co-Founder and Creator, JW Player

# App - Home Screen

## Branded background color

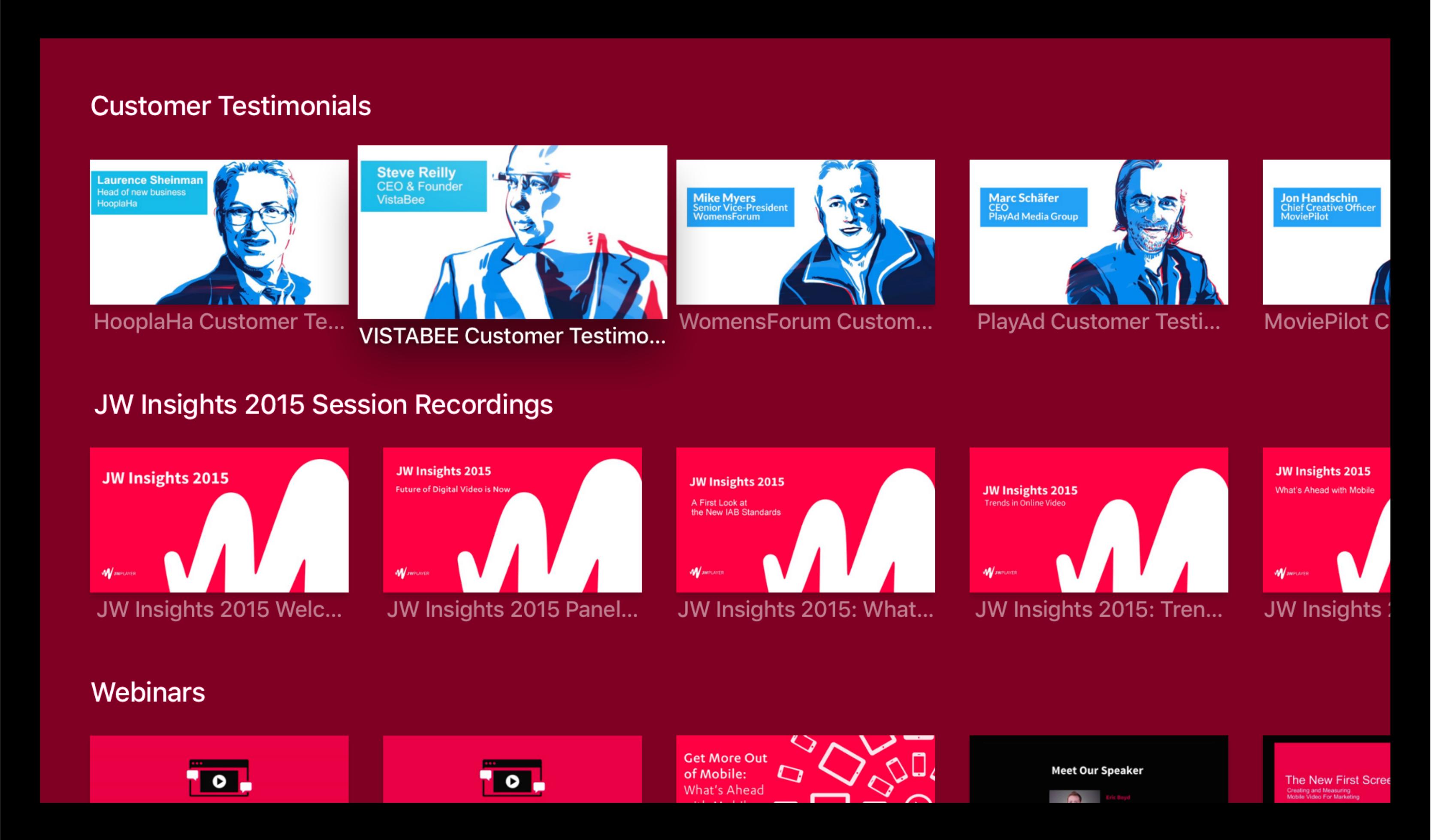
HEX or RGB

\*customer provided

## Playlist shelves

\*customer must provide individual

playlist IDs



The screenshot displays the JW Player mobile application's home screen. At the top, there is a portrait of Jeroen Wijering with his name and title. Below this is a dark red header bar. The main content area has a dark red background.

- Customer Testimonials:** This section features five testimonial cards, each with a portrait and a blue box containing the name and title of the customer. The cards are partially visible:
  - Laurence Sheinman, Head of new business HooplaHa
  - Steve Reilly, CEO & Founder VistaBee
  - Mike Myers, Senior Vice-President WomensForum
  - Marc Schäfer, CEO PlayAd Media Group
  - Jon Handschin, Chief Creative Officer MoviePilot
- JW Insights 2015 Session Recordings:** This section displays five recording cards, each with a red background and white text:
  - JW Insights 2015 Welcome
  - JW Insights 2015 Future of Digital Video is Now
  - JW Insights 2015: A First Look at the New IAB Standards
  - JW Insights 2015: Trends in Online Video
  - JW Insights 2015: What's Ahead with Mobile
- Webinars:** This section shows three small video player icons on a dark red background.
- Footer:** The footer includes a black bar with white text and small images:
  - Get More Out of Mobile: What's Ahead
  - Meet Our Speaker
  - The New First Screen

# App - Video Detail

Titles, descriptions and poster images must be set by the customer from within the dashboard

## VISTABEE Customer Testimonial

Steve Reilly, CEO & Founder of VistaBee, discusses how JW Platform's content delivery is integral to their business.

Play Video



Customer Testimonials



Laurence Sheinman  
Head of new business  
HooplaHa

HooplaHa Customer Testimonials



Mike Myers  
Senior Vice-President  
WomensForum

WomensForum Customer Succe...



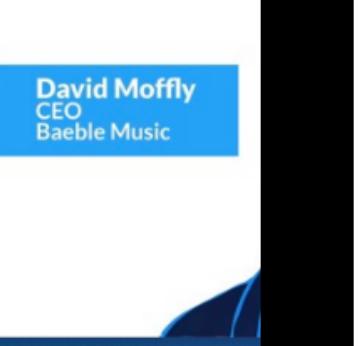
Marc Schäfer  
CEO  
PlayAd Media Group

PlayAd Customer Testimonial



Jon Handschin  
Chief Creative Officer  
MoviePilot

MoviePilot Customer Testimonial



David Moffly  
CEO  
Baeble Music

Baeble Cus...

# AppleTV - Home Screen

## **Top shelf branded image**

1920 x 720

## **App icon - Small**

Front, Middle, Back

400 x 240

## **App icon - Large**

Front, Middle, Back

1280 x 768



# App Icon

Assets example for  
Parallax effect

## **App Icon - Small**

Front, Middle, Back  
400 x 240

## **App Icon - Large**

Front, Middle, Back  
1280 x 768



App Icon - Front



App Icon - Middle



App Icon - Back



App Icon - Compiled for Parallax