

Roku®

How to Create a Channel on Roku

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#SMWest

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NOW THIS IS TV

Roku®

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Session Overview @ #SMWest

Business focus:

- Roku at-a-glance
- Features of Roku OS 7
- Monetization
- Channel Store 101

Developer focus:

- The Roku platform
- SDK & Technical Concepts
- How to: Build a Channel
- Q&A

{Quick Note: }
**Steps to follow along
in the 2nd half of workshop**

Developer Steps: Building on the Roku Platform

Prep work for the Roku Channel dev walk-through:

1. Create your Roku Account: my.roku.com/signup
2. Join Dev Program developer.roku.com/home
3. Download samples at bit.ly/rokudevxml

[How it works](#) [See what's on](#) [Browse channels](#)[Shop now](#)

The future of streaming is here.

Introducing the all-new Roku 4.

[Learn more](#)

{Part 1:}

Opportunities, features, monetization, and the Roku Channel Store

The biggest streaming
channel lineup

America's favorite
streaming players

Roku 3 with voice search

New LG powered by Roku
TV

Try HBO NOWSM free for
30 days

Roku at-a-glance

- Roku OS is purpose-built for the TV
- Runs across Roku streaming players and (smart) Roku TVs
- Players sold in the US, UK, Ireland, Canada, Mexico & France
- Now with **4K UHD** capable devices too
- Nearly **3,000 channels** across **20+** genres (in the U.S.)
- Roku has **7.5M** active accounts today
- Roku accounts stream an average of **60 hours per month**

A broadly deployed platform



Streaming Players

Roku TVs

Roku Powered
solutions



We focus on the User Experience

Top Entertainment

Search and Discovery

Easy to Use

NOW THIS IS TV

Roku®

Wide breadth of content across all genres

The top shows, movies, and networks all streaming on the Roku platform



Movies &
TV episodes



Sports



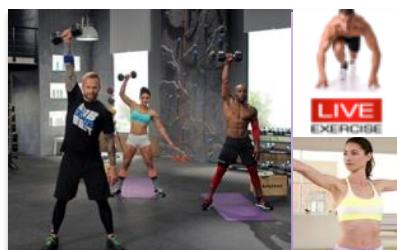
News & Weather



Music



Kids & Family



Fitness



Foreign Language



Spirituality

3.0B

Streaming hours growth on the Roku platform

2.5B hours streamed in the first half of 2015

2.4B

3B hours in 2014

1.8B

1.2B

0.6B

0.0B

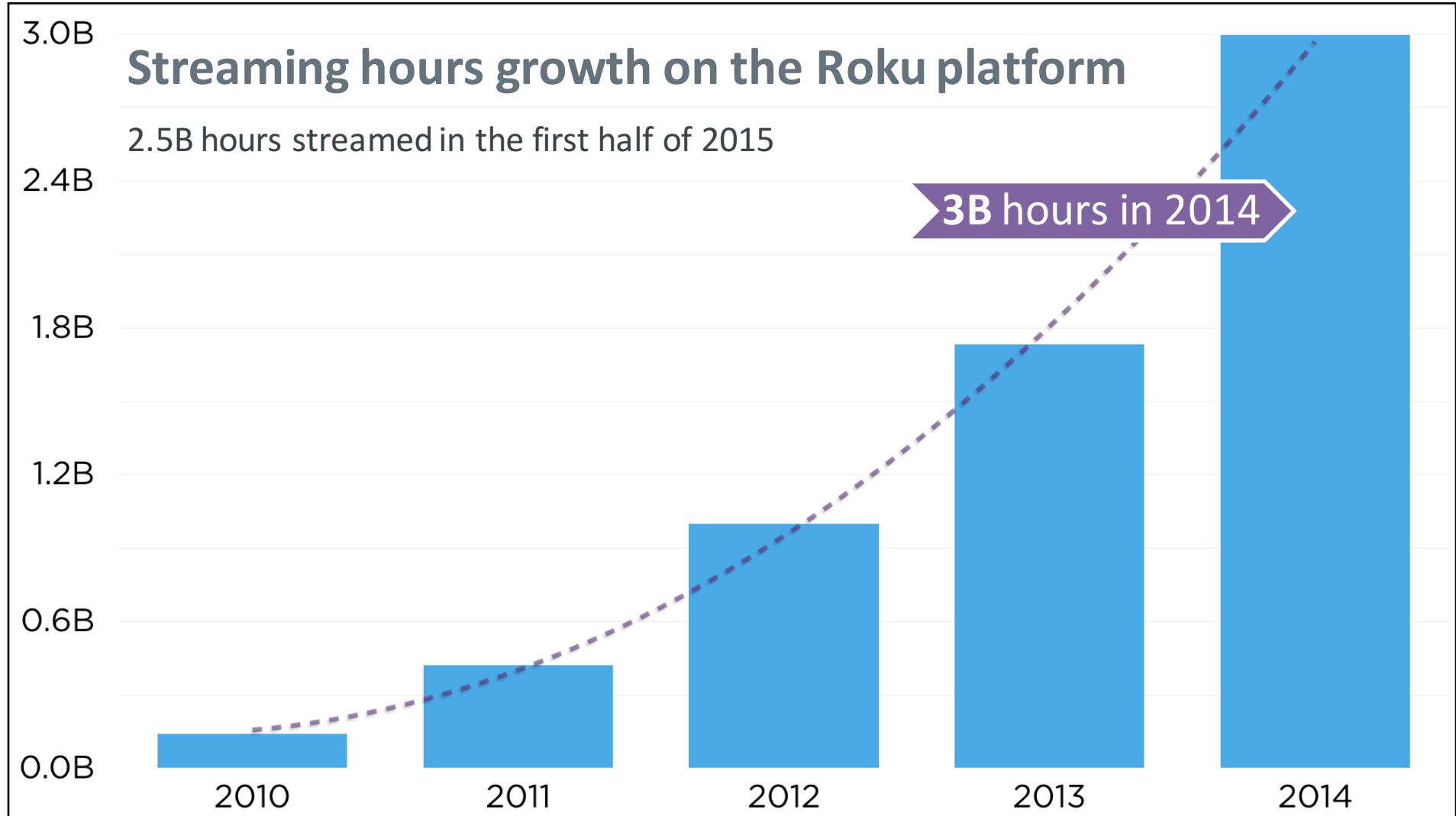
2010

2011

2012

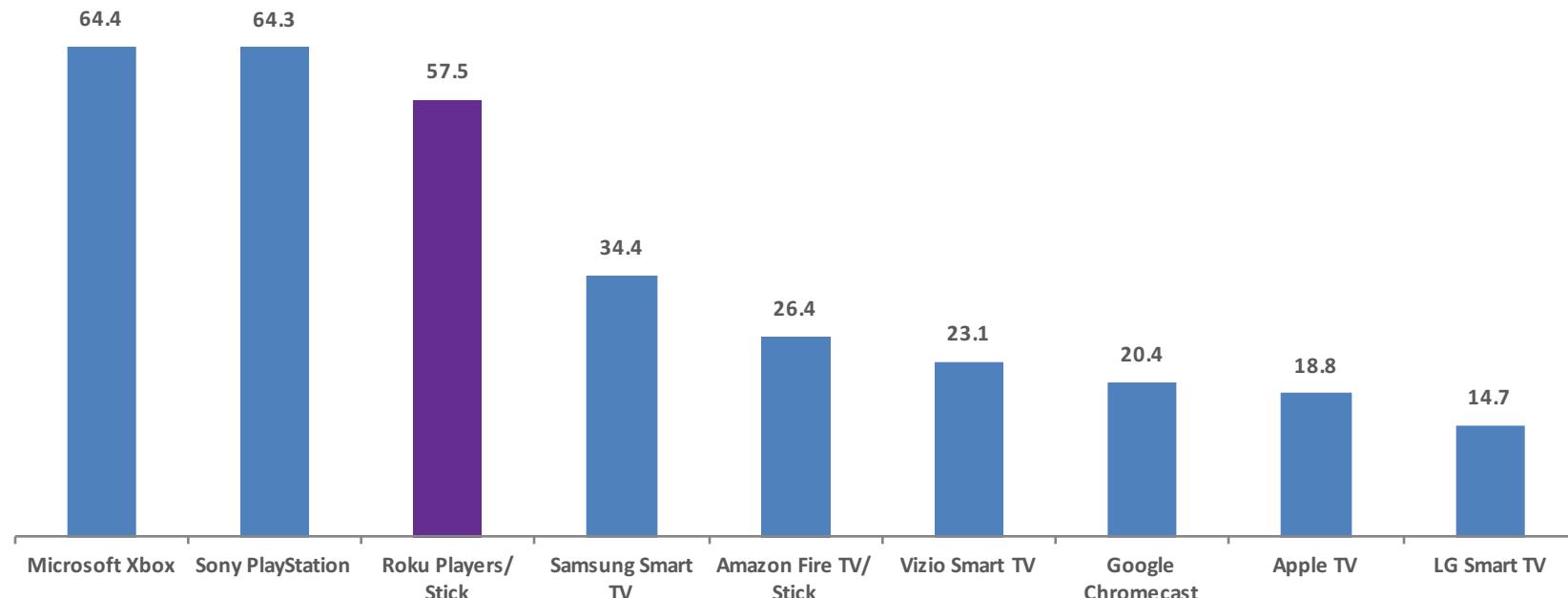
2013

2014



Roku leads all streaming players and smart TVs

Total weekly video hours used (M) according to survey respondents



SOURCE: NPD Survey, 2015

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NOW THIS IS TV

Roku®

11

Roku

9:39 am | Options ↗

22 Channels

Home

My Feed (11)

Movie Store by M-GO

TV Store by M-GO

News

Search

Streaming Channels

Settings

NETFLIX

HBO GO

hulu

ESPN

PANDORA

amazon video



FX
NOW

SHOWTIME

Features of Roku OS 7

Roku OS 7 – Containers and Codecs

Specs:

- **Codecs:** H.264, H.265, AAC, PCM, WMA, MP3

Streaming: MP4, DASH, HLS, Smooth, MPEG-TS

Approach:

- All commonly used formats are supported on our platform
- Codec support is driven by developer demand

Roku Billing: Frictionless signup + conversions



A screenshot of the Roku developer portal titled "Manage In-Channel Products". The interface shows two products listed:

Product Name:	Identifier:	Purchase Type:	Price:	Cleared for Sale:	Status:
SamProduct	San123456	One-Time Purchase, Consumable	\$ 0.99	No	Saved
Sam's Product	SAM123	Monthly Subscription	\$ 0.99	No	Saved

Buttons for "Edit", "Delete", and "Submit for review" are visible next to each product entry. A blue arrow points from the Hulu Plus screenshot to this interface.



In-app billing (One time, monthly, annual)
AVOD, TVOD, SVOD supported
& Trials can be offered to users

Ads: TV Ads on an OTT Platform

- Roku offers a rich toolset to acquire, grow and monetize your audience
- **Roku Ad Framework (RAF)**— Integrates advanced video ad functionality into the Roku OS
- 1st streaming platform to integrate **Nielsen Digital Ad Ratings**





M-GO

★★★★★

M-GO is built right into your Roku player so it's easy to buy or rent the latest and greatest...

[Details](#)

HBO NOW

★★★★★

HBO NOW™ is the streaming service that gives you all of HBO--every season, every...



FXNOW

★★★★★

FXNOW is the on-demand video service providing the biggest and best lineup of critically acclaimed...



Showtime Anytime

★★★★★

SHOWTIME ANYTIME is available at no additional cost with your SHOWTIME subscription through...

channelstore.roku.com

[+ Add channel](#)

Tubi TV

★★★★★



SHOWTIME

★★★★★



NBC

★★★★★



Popcornflix

★★★★★

[How it works](#) [See what's on](#)[Choose your player](#)[International](#)[Kids & Family](#)[Lifestyle](#)[Movies & TV](#)[Music](#)[News & Weather](#)[Personal Media](#)[Photo .](#)**Netflix**

Netflix unlimited members can instantly watch TV shows & movies streaming from Netflix. Go to the...

[Details](#)[Installed](#)[Details](#)[Installed](#)[Details](#)[Installed](#)[Details](#)[+ Add channel](#)**Hulu**

Hulu gives you unlimited instant streaming of current episodes and full seasons of hit TV show,...

[Details](#)**Amazon Instant Video**

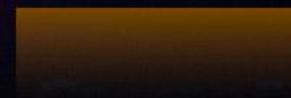
Amazon Instant Video offers two great ways to watch movies and TV shows instantly, anywhere. Buy or...

[Details](#)[Installed](#)**Sling TV**

Try Sling TV FREE for 14 days.
Watch live TV on Sling with just an Internet connection for only...

[Details](#)[+ Add channel](#)**- MOVIES & TV -**

25 Channels

**Most Popular**[Top Free](#)[Top Paid](#)[Roku Recommends](#)[Games](#)[Search Channels](#)[Genres](#)[Movies & TV](#)[TV Everywhere](#)[Music](#)[Apps](#)[Comedy](#)



 1,714 ratings
Version 1.0 | Nov 3, 2015

Rated: All Ages
Photo Apps
Developer: jbraverman

- Go to channel
- Remove channel
- My rating 

View public photos on flickr, as well as your personal account photos.

Details for Roku Channels

Public Channels:

- QA certification process
- Listed in Roku Channel Store
- Ratings, description, screenshots, & “+add channel”

Note: Private channels are available for beta testing

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The screenshot shows the PokéMON TV channel page on the Roku website. At the top, the Roku logo is visible along with navigation links: CHRIS'S ACCOUNT, DEVELOPER SITE, BLOG, SUPPORT, and SIGN OUT. Below the header, there's a large image of Pikachu wearing a television antenna hat, with the text "POKÉMON TV" underneath. The channel name "PokéMON TV" is displayed in a purple box. A "Categories" button indicates it belongs to the "Kids & Family" category. A descriptive text block says: "Watch amazing PokéMON animated adventures starring Ash, Pikachu, and all their friends. Plus, don't miss exciting special features and trailers for upcoming PokéMON movie events. It's the perfect app for PokéMON fans to keep up with PokéMON TV episodes. Even better - this PokéMON TV app is free!... [Read more](#)". Below this, a rating section shows "★★★★★ 1522 ratings average 4.5". Two buttons at the bottom are "Add channel" (in red) and "Return to all channels".

PokéMON TV

Developer: PokéMON

Watch amazing PokéMON animated adventures starring Ash, Pikachu, and all their friends. Plus, don't miss exciting special features and trailers for upcoming PokéMON movie events. It's the perfect app for PokéMON fans to keep up with PokéMON TV episodes. Even better - this PokéMON TV app is free!

Other popular channels in Kids & Family



Patty Shukla Kids Music



Adventure To Fitness

Add Public Channel - Channel Descriptions

The Channel Store displays channel descriptions and channel icons based on player language settings. Providing channel information in a customer's language increases the chances they will add or buy your channel.

Tip: Be sure to state when your channel's content is in a different language than your channel description.

English

*Channel Name

Key Words

255 characters remaining

*Description

300 characters remaining

Web Description

1500 characters remaining

FHD Poster

Choose a 540 x 405 JPEG or PNG file. This image will display in the Roku Channel Store when in FHD mode.

Select...

HD Poster

Choose a 290 x 218 JPEG or PNG file. This image will display in the Roku Channel Store when in HD mode.

Select...

SD Poster

Choose a 214 x 144 JPEG or PNG file. This image will display in the Roku Channel Store when in SD mode.

Select...

Preferred Category

Add/Remove Channels: **developer.roku.com/apps**

25 Channels



Most Popular



Top Free

Top Paid

Roku Recommends

Games

Search Channels

Genres

Movies & TV

TV Everywhere

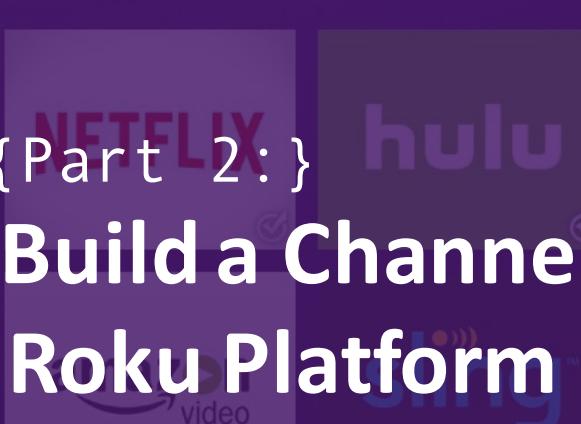
Music

Apps

Canada

{Part 2: }

How to Build a Channel on the Roku Platform



Building a Roku Channel

Core Requirements:

- Roku player
- Roku user account
- Internet access
- sdkdocs.roku.com



Building a Roku Channel

Software Requirements:

- Text Editor / IDE
- Ability to “zip” files
- Command line app + telnet access



The screenshot shows a code editor with two tabs: "testListScene.xml" and "main.brs". The "main.brs" tab contains the following BRSH script:

```
1 sub Main()
2     if firmwareRequiresUpdate() then return
3     showChannelSGScreen()
4 end sub
5
6 sub showChannelSGScreen()
7     print "in showChannelSGScreen"
8     screen = CreateObject("roSGScreen")
9     m.port = CreateObject("roMessagePort")
10    screen.setMessagePort(m.port)
11    scene = screen.CreateScene("TemplateScene")
12    screen.show()
13
14    while(true)
15        msg = wait(0, m.port)
16        msgType = type(msg)
17        if msgType = "roSGScreenEvent"
18            if msg.isScreenClosed() then return
19        end if
20    end while
21 end sub
22
23 function firmwareRequiresUpdate() as boolean
24     'First firmware release with SceneGraph SDK2.0 support is 6.0.
25     majorRequirement = 6
26     minorRequirement = 0
27     buildRequirement = 0
28
29     'get firmware version
30     version = CreateObject("roDeviceInfo").GetVersion()
31
32     print("Firmware Version Found: " + version)
33
34     major = Mid(version, 3, 1)
35     minor = Mid(version, 5, 2)
36     build = Mid(version, 8, 5)
37
38     print("Major Version: " + major + " Minor Version: " + minor +
39
```

Line 1, Column 1

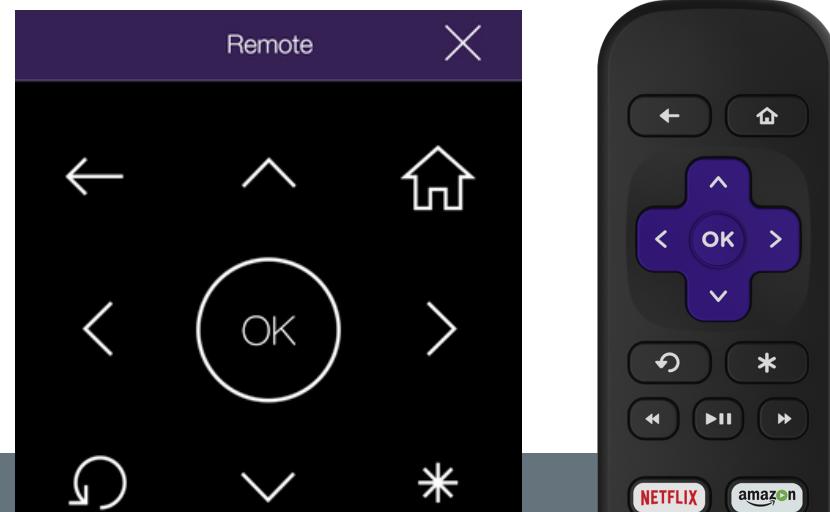
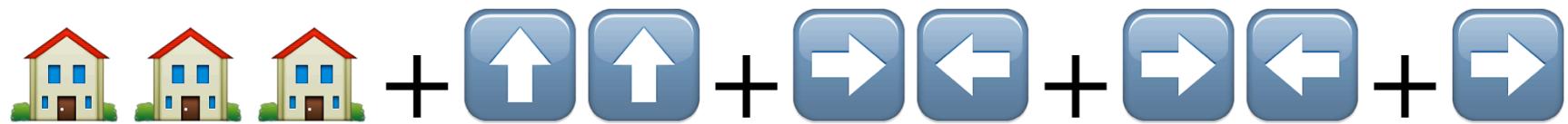
Basic Roku Development

Core Concepts:

- **BrightScript:** Roku's scripting language similar to Visual Basic in which Roku channels are built
- **Roku SceneGraph:** an XML based rendering framework for building channels with Roku OS
- **Side-Loading:** Devs build + test apps on Roku devices
- **Packaging:** Roku devices prepare apps for publishing

Get your Roku device into “Developer Mode”!

Using our super secret code on your Roku remote:



The Development Application Installer allows developers to test their own applications. To enable the installer, select 'Enable installer and restart' below. If you have enabled your installer, after your Roku player restarts you can access the installer by pointing a web browser on the same subnet to this URL:

<http://10.12.12.13>

Username: `rokudev`



Save your Roku's URL

- Enable installer and restart
- Cancel

Last modified: September 23, 2015



PLEASE READ THE FOLLOWING AGREEMENT CAREFULLY. THESE TERMS CONSTITUTE A LEGAL AGREEMENT BETWEEN YOU AND ROKU, INC.

Overview.

This Agreement between you and Roku, Inc. states the terms that govern your license to the Software Development Kit.

Certain capitalized terms used in this Agreement are defined in Section 3 below, and elsewhere in the body of this Agreement. The Application Distribution Agreement referenced in Section 1.3 below also includes additional defined terms.

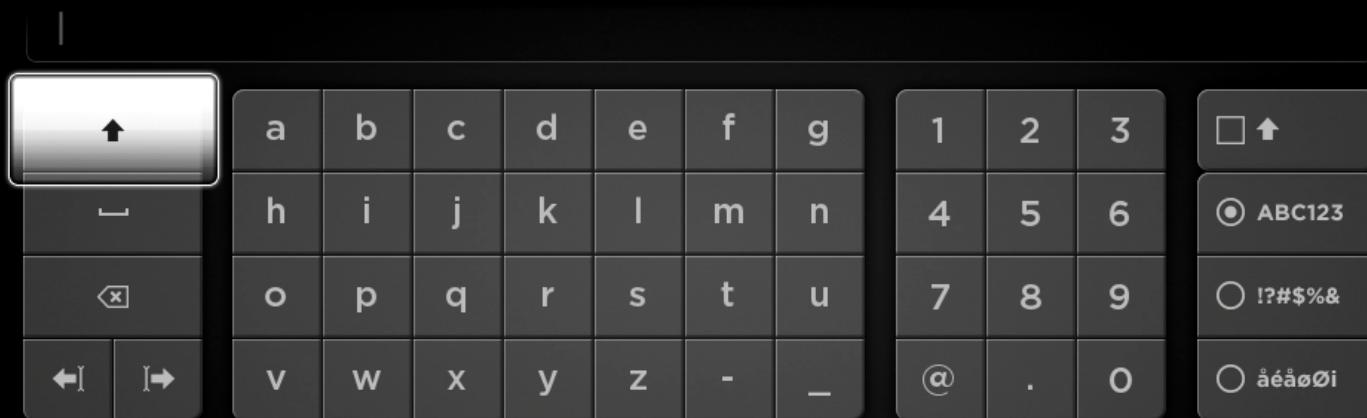
**Read agreement +
agree to continue**



- I Agree
- Cancel

Select development webserver password (minimum 4 characters)

Webserver username is 'rokudev'



- Set password and reboot
- Cancel

**Reboot the Roku
in “Dev Mode”**

Go to your Roku device URL in a browser



Installer Utilities

Development Application Installer

No Development Application Installed.

File:



“Side Loading” a Roku Channel

Core Concepts:

- Channel sent to Roku device as **.zip** via uploader
- Only one developer channel at a time, new uploads replace the previous one
- Script runs and if successful, channel will launch
- Dev channel lives in “**My Channels**”

```
Last login: Mon Nov  2 14:40:25 on ttys005
14:59:11-ctraganos@[REDACTED]:~$ telnet $ROKU_DEV_TARGET 8089
Trying 10.12.12.64...
Connected to [REDACTED].
Escape character is '^]'.
ist.xml onKeyEvent back false
in listItemSelected
-- selected item 36
SelectedComponent is CheckListTest
LIST IS
LIST IS theList
unfocused index 0
in testList.xml onKeyEvent OK true
in testList.xml onKeyEvent OK false
unfocused index 0
unfocused index 1
selected index 1
in testList.xml onKeyEvent OK false
in testList.xml onKeyEvent back true
CLEANING UP m.CURRENTTEST
in testList.xml onKeyEvent back false
starting init
testComponents <UNINITIALIZED>
TestComponentsLabelTest
PosterTest
RectangleTest
LabelDefaultFontsTest
LabelSizeChangeTest
SimpleScriptTest
SimpleTimerTest
SimpleTimerMultipleScriptTest
SimpleTimerExternalScriptTest
SimpleAnimationTest
SimpleInterfaceTest
UseInterfaceFieldTest
LabelAlignTest
LayoutGroupTest
AdPanel
PacmanTest
```

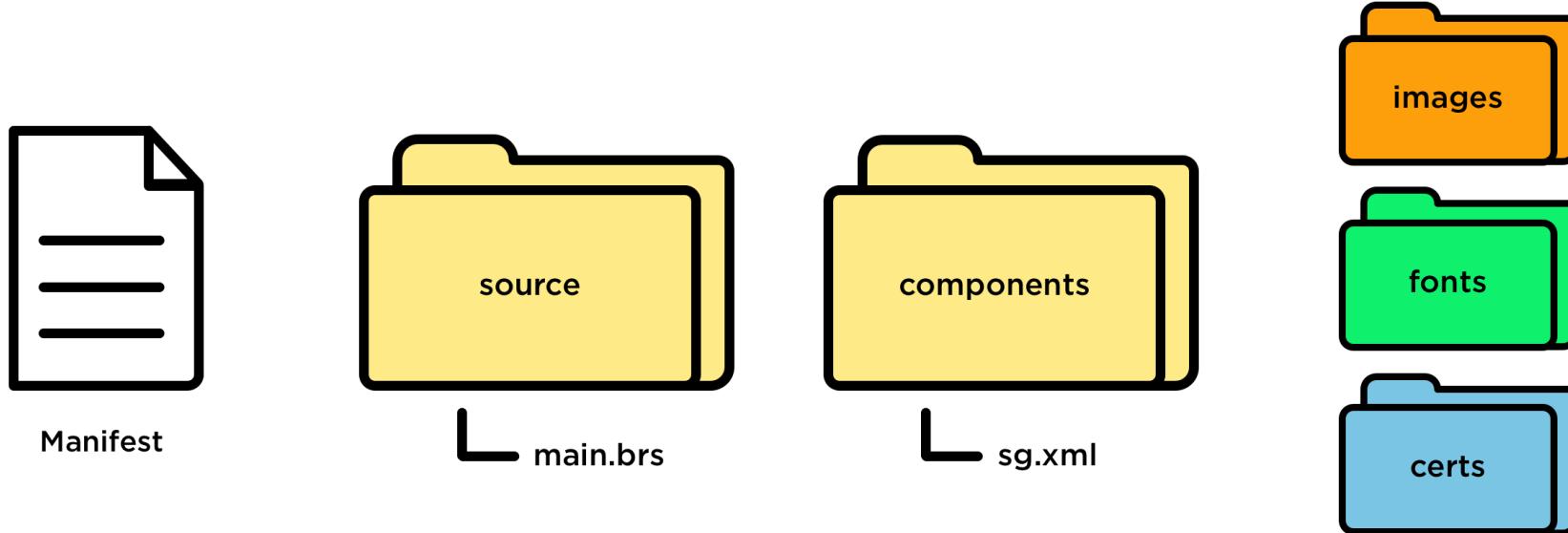
Debug Feature: Roku's Telnet Console

Get direct access to breakpoints,
error logs, and app details

% telnet [Your-Roku-IP] 8085
(other ports 8086,8087,8089)

What's inside a Roku Channel?

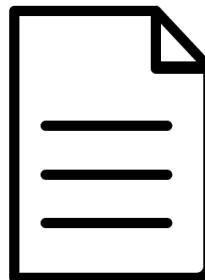
File structure of a .zip directory



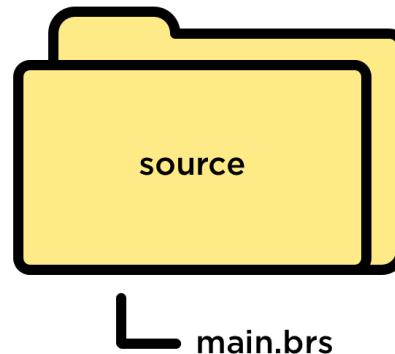
Max channel size = 2MB; Typical size 500kB

What's inside a Roku Channel?

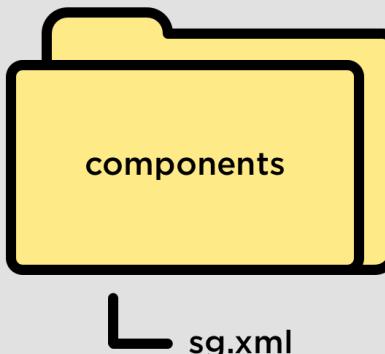
File structure of a .zip directory



Manifest



Optional Items



Max channel size = 2MB; Typical size 500kB

The channel Manifest file

Attributes + versioning for channel

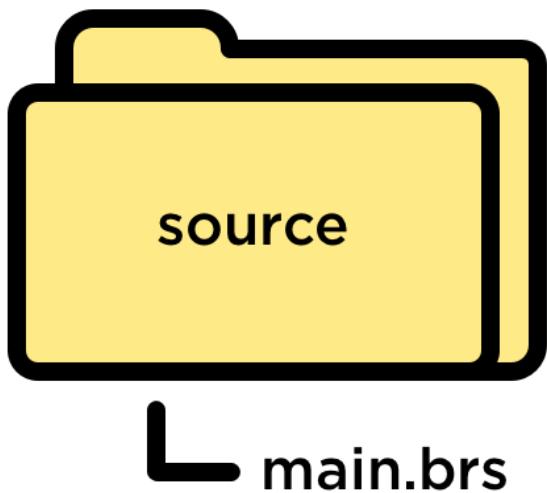


Manifest

```
manifest
1 title=Scene Graph Dev App
2 subtitle=Building a basic app for Roku
3 major_version=1
4 minor_version=0
5 build_version=00001
6
7 mm_icon_focus_hd(pkg:/images/MainMenu_Icon_Center_HD.png)
8 mm_icon_side_hd(pkg:/images/MainMenu_Icon_Side_HD.png)
9 mm_icon_focus_sd(pkg:/images/MainMenu_Icon_Center_SD43.png)
10 mm_icon_side_sd(pkg:/images/MainMenu_Icon_Side_SD43.png)
11
12 splash_screen_fhd(pkg:/images/splash_fhd.png)
13 splash_screen_sd(pkg:/images/splash_sd.jpg)
14 splash_screen_hd(pkg:/images/splash_hd.jpg)
15 splash_color=#000000
16 splash_min_time=1
17
18
19
20 |
```

The channel source files

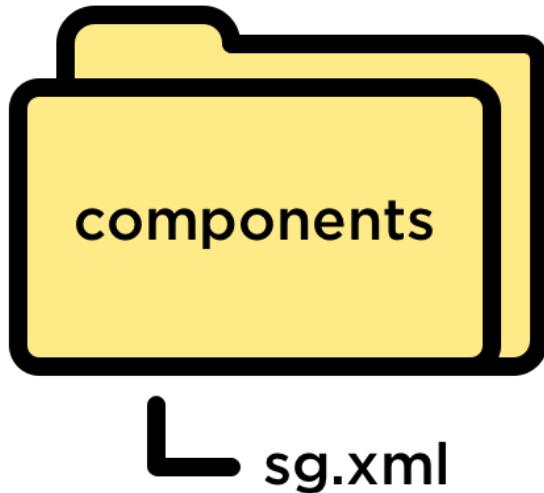
The starting point for Roku channels



```
1  **** Application: Template Scene
2  *** File: Main.brs
3  *** Copyright (c) 2015 Roku, Inc. All rights reserved.
4  ****
5  ****
6
7  sub Main()
8      print "in showChannelSGScreen"
9      screen = CreateObject("roSGScreen")
10     m.port = CreateObject("roMessagePort")
11     screen.setMessagePort(m.port)
12     scene = screen.CreateScene("TemplateScene")
13     screen.show()
14
15     while(true)
16         msg = wait(0, m.port)
17         msgType = type(msg)
18         if msgType = "roSGScreenEvent"
19             if msg.isScreenClosed() then return
20         end if
21     end while
22 end sub
23
24
25
26
27
28
29
30
31
32 |
```

The XML components

Loading **SceneGraph** to draw screens



```
1  <?xml version="1.0" encoding="utf-8" ?>
2  <component name="LabelTest" extends="Scene">
3    <children>
4      <Group>
5        <Rectangle
6          id="SampleRectangle"
7          color="#0x7A44A2FF"
8          width="200"
9          height="200"
10         translation="[900,425]">
11       </Rectangle>
12
13      <Poster
14        id="testPoster"
15        uri="pkg:/images/roku_streaming_stick.png"
16        width="0.0"
17        height="0.0"
18        translation="[820,20]" />
19
20      <Label
21        translation="[50, 50]"
22        text="Building apps on the Roku Platform"
23        font="font:MediumSystemFont"
24        color="#0x1ACF4199" >
25      </Label>
26      <Label
27        translation="[50, 100]"
28        text="For updates, check out twitter.com/RokuDev"
29        font="font:LargeBoldSystemFont"
30        color="#0xFFFFFFFF" >
31      </Label>
32      <Label
33        translation="[50, 175]"
34        color="#0xFFFFFFFF"
35        text="Welcome to..."
36        font="font:MediumSystemFont" >
37      </Label>
38      <Label
39        translation="[350, 575]">
```

Roku BrightScript

```
manifest          main.brs
~/Sites/roku-apps/simpleChannel/manifest
1  sub main()
2      if firmwareRequiresUpdate() then return
3      showChannelSGScreen()
4  end sub
5
6  sub showChannelSGScreen()
7      print "in showChannelSGScreen"
8      screen = CreateObject("roSGScreen")
9      m.port = CreateObject("roMessagePort")
10     screen.setMessagePort(m.port)
11     scene = screen.CreateScene("TemplateScene")
12     screen.show()
13
14    while(true)
15        msg = wait(0, m.port)
16        msgType = type(msg)
17        if msgType = "roSGScreenEvent"
18            if msg.isScreenClosed() then ret
19        end if
20    end while
21 end sub
22
23 function firmwareRequiresUpdate() as boolean
24     'First firmware release with SceneGraph SDK2.0 support is 6.0.
25     majorRequirement = 6
26     minorRequirement = 0
27     buildRequirement = 0
28
29     'get firmware version
30     version = CreateObject("roDeviceInfo").GetVersion()
31
32     print("Firmware Version Found: " + version)
33
34     major = Mid(version, 3, 1)
35     minor = Mid(version, 5, 2)
36     build = Mid(version, 8, 5)
37
38     print("Major Version: " + major + " Minor Version: " + minor + " Build Number: " + build)
```

Roku BrightScript

- Roku's interpreted language
- Optimized for our hardware & OS
- Dynamically typed
- Booleans, Integers, Floats, Doubles, Strings (ASCII), Objects
- Loops, OOP patterns, associative arrays

BrightScript flow control

Loops:

- If / else
- For
- For each
- While

```
1  **** Application: Template Scene
2  *** File: Main.brs
3  *** Copyright (c) 2015 Roku, Inc. All rights reserved.
4  ****
5  ****
6
7  sub Main()
8      print "in showChannelSGScreen"
9      screen = CreateObject("roSGScreen")
10     m.port = CreateObject("roMessagePort")
11     screen.setMessagePort(m.port)
12     scene = screen.CreateScene("TemplateScene")
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18         if msgType = "roSGScreenEvent"
19             if msg.isScreenClosed() then return
20         end if
21     end while
22 end sub
23
24
25
26
27
28
29
30
31
32 |
```

Roku SceneGraph (RSG)

```
1  <?xml version="1.0" encoding="utf-8" ?>
2  <component name="LabelTest" extends="Scene">
3      <children>
4          <Group>
5              <Rectangle
6                  id="SampleRectangle"
7                      color="0x7A44A2FF"
8                      width="200"
9                      height="200"
10                     translation="[900,425]"
11             </Rectangle>
12
13         <Poster
14             id="testPoster"
15             uri="pkg:/images/roku_streaming_stick.png"
16             width="0.0"
17             height="0.0"
18             translation="[820,20]" />
19
20     <Label
21         translation="[50, 50]"
22         text="Building apps on the Roku Platform"
23         font="font:MediumSystemFont"
24         color="0x1ACF4199" >
25     </Label>
26     <Label
27         translation="[50, 100]"
28         text="For updates, check out twitter.com/RokuDev"
29         font="font:LargeBoldSystemFont"
30         color="0xFFFFFFFF">
31     </Label>
32     <Label
33         translation="[50, 175]"
34         color="0xFFFFFFFF"
35         text="Welcome to..."
36         font="font:MediumSystemFont" >
37     </Label>
38     <Label
```

Roku SceneGraph

- **XML-based** framework for building apps on Roku devices
- Screens are rendered from **XML markup**
- Pre-built **components**
- **Multi-resolution support** w/ fallbacks for legacy screens
- **Custom fonts, XML tree inheritance, animations**

SceneGraph: There are four visible “nodes”

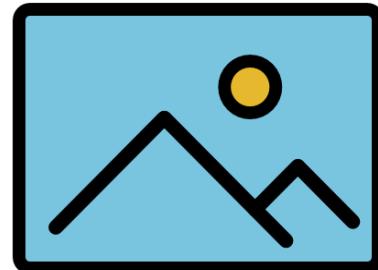
Block level elements in the XML tree



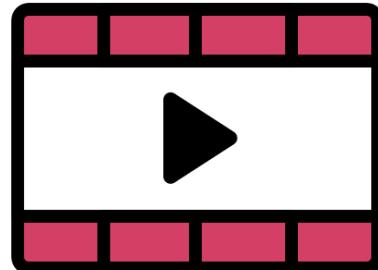
Rectangles



Labels (text)

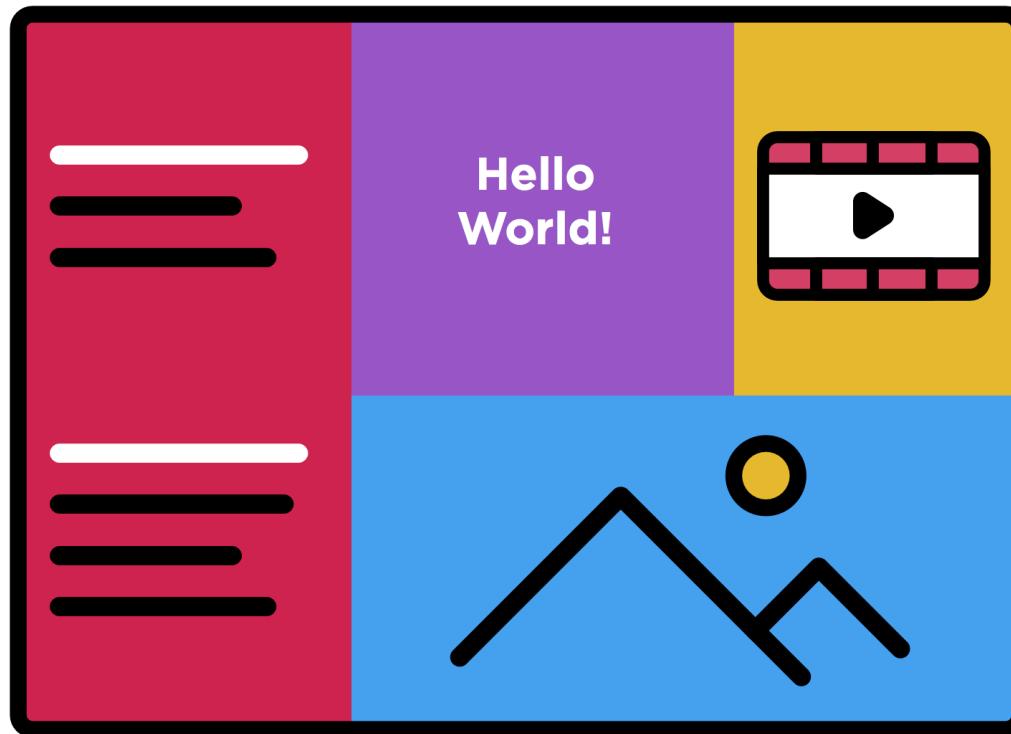


Posters (images)



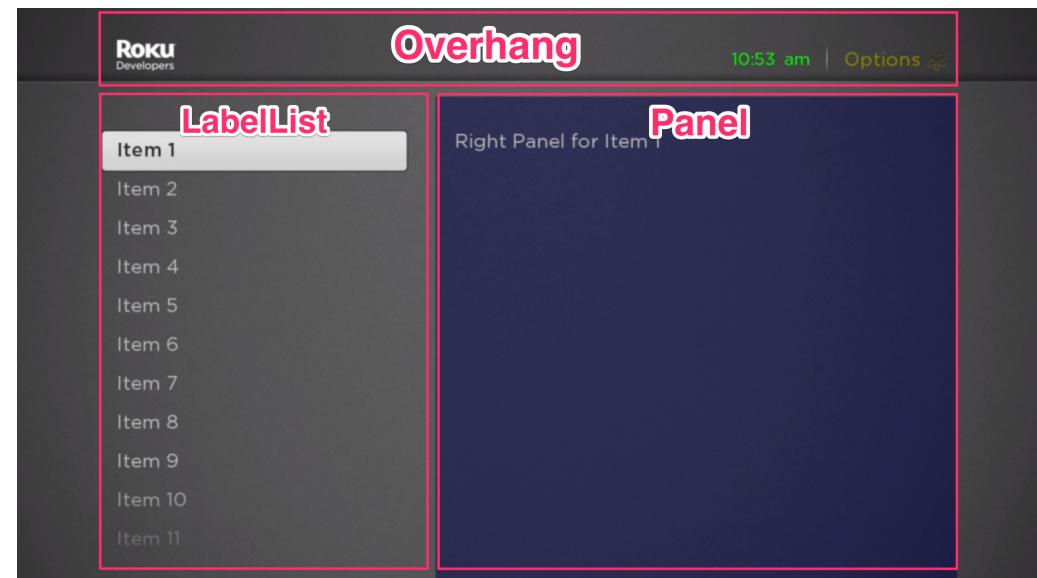
Videos

SceneGraph Draws multiple nodes on screen



Combining nodes, we get pre-built components

- Lists
- Buttons
- In-app Keyboards
- Number pads
- Dialog boxes



Dialog Boxes

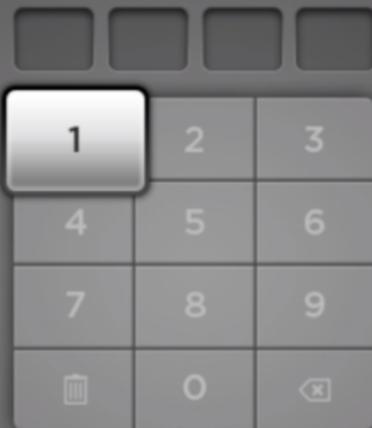
- Basic Dialog
- Customized Dialog
- Progress D
- Pin Dialog
- Keyboard D



Pin keypad

- Basic Dialog
- Customized
- Progress Dia
- Pin Dialog
- Keyboard Dia

Enter your 4-digit pin

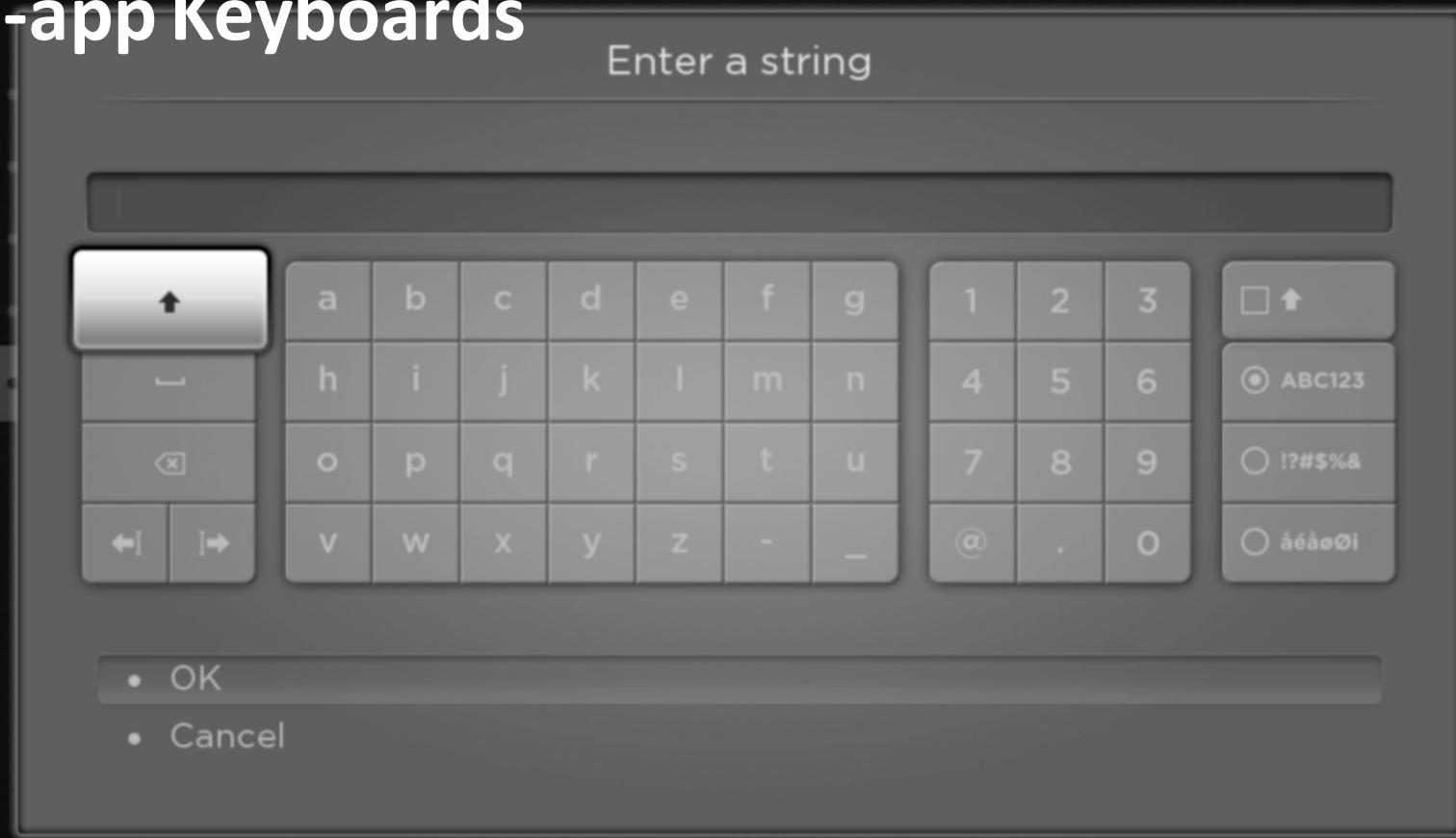


- OK
- Cancel

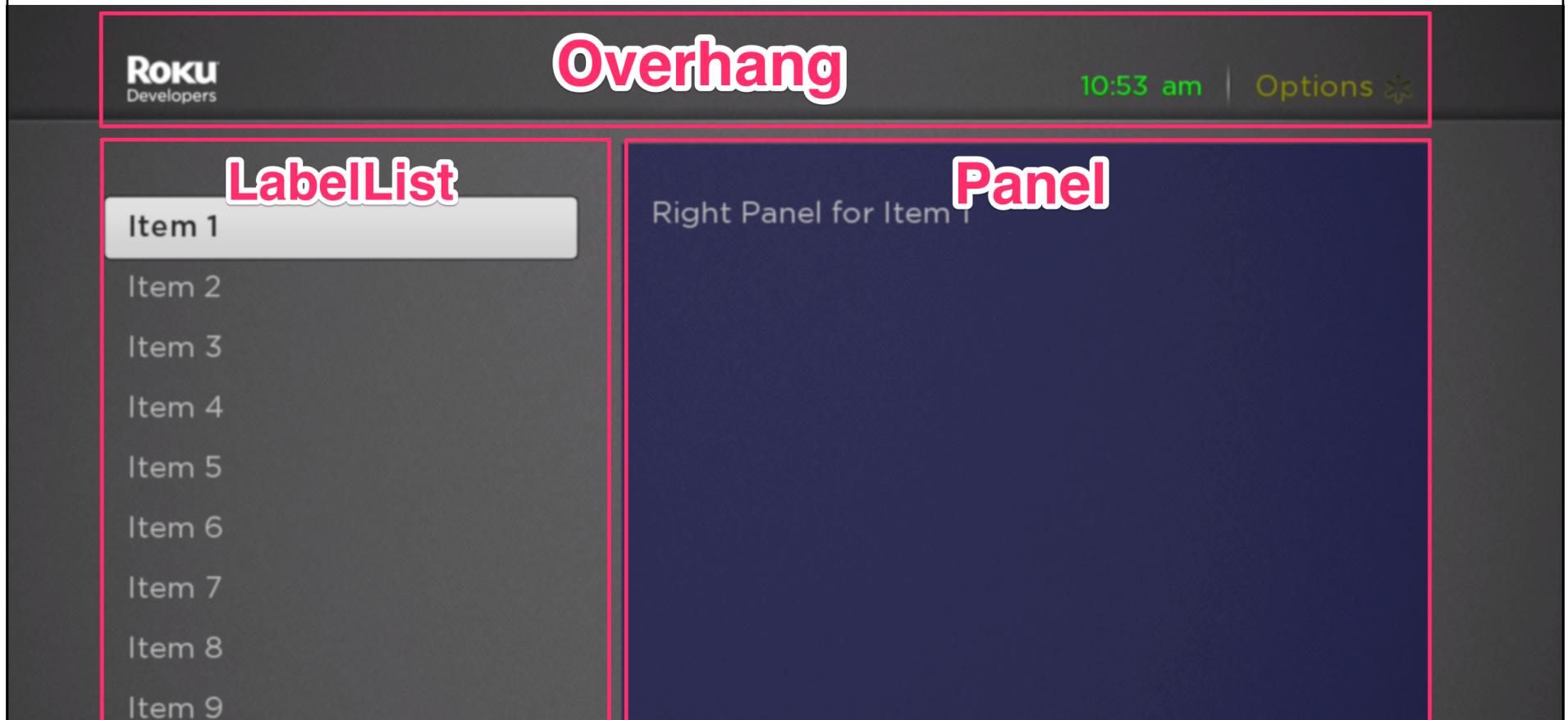
(press * to hide/show highlight in keypad)

In-app Keyboards

Enter a string



Containers for the channel are “Scenes”



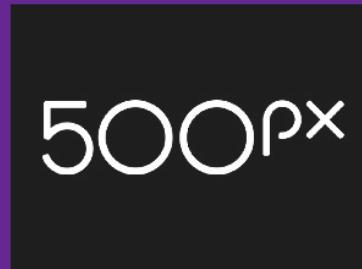


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50



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★★★★★ 5 ratings average 4.5

+ Add channel

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Urban Exploration

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Abstract

Animals

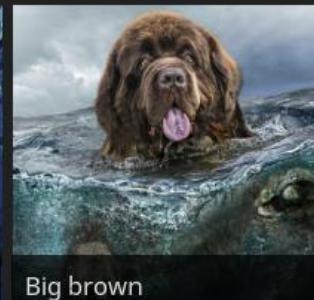
Black and White

Celebrities

City and Architecture

Commercial

Concert



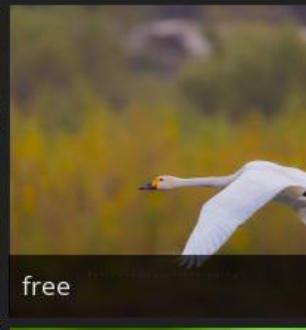
40 of 1279



Pelican



Staartmees



free



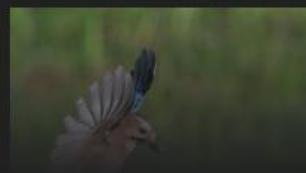
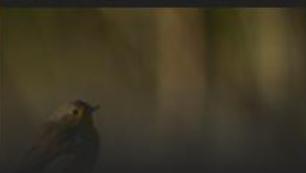
Alaskan Traffic - Moos...



Baisse-toi... J'arrive !



The Boss ! (Oriental G...

**Pelican**

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- OK

65 photos

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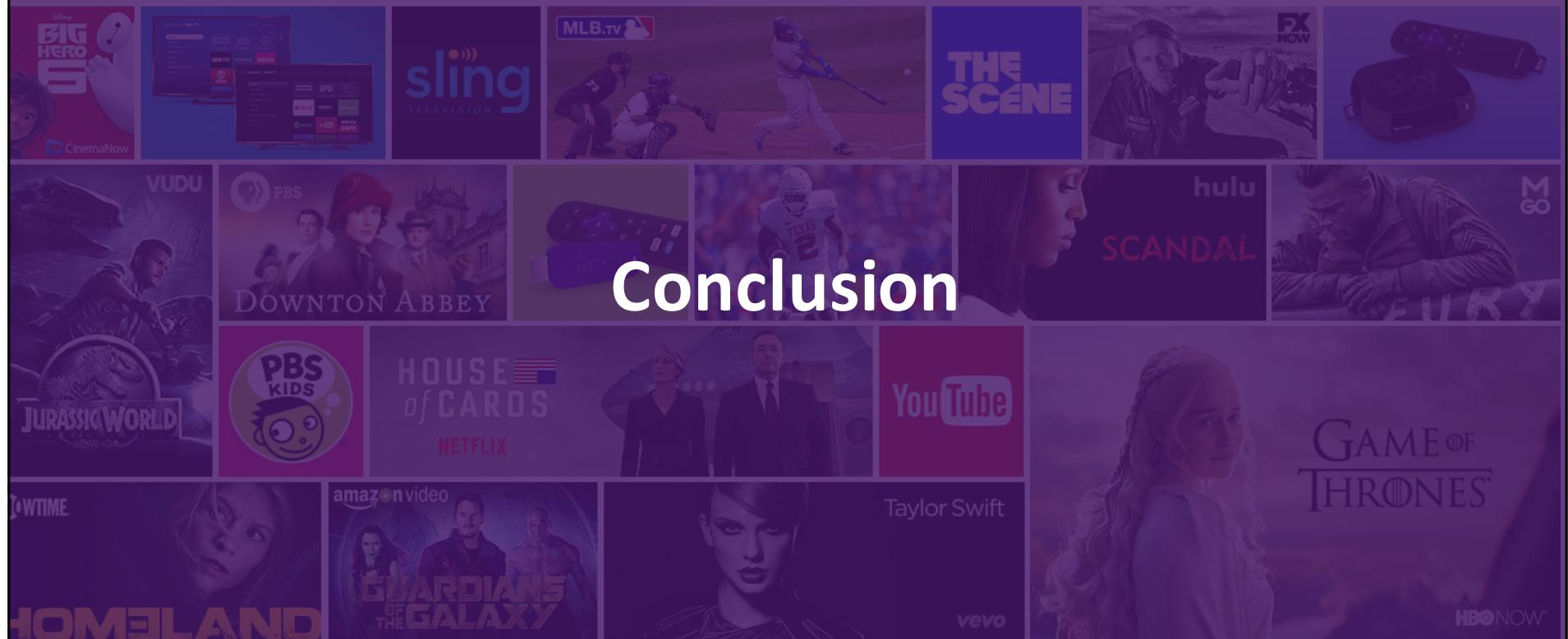
For more RSG, dig into our developer docs

sdkdocs.roku.com

The screenshot shows a web browser window with the following details:

- Header:** "Roku® Developer Documentation" with dropdown menus for "Spaces" and "Browse".
- Search Bar:** A search input field with a magnifying glass icon.
- Page Title:** "Roku SDK Documentation / Roku SDK Documentation".
- Section Header:** "Scene Graph XML Guide".
- Beta Documentation Warning:** A yellow box containing a warning icon and the text "Beta Documentation: The contents of this page are subject to change".
- Text Content:** "Roku has introduced a new programming framework for developing applications. This new framework incorporates two new key concepts:
 - Scene Graph rendering of the application screens
 - XML configuration of the Scene Graph screensThe goal of this new programming framework is to speed application development time by reducing the amount of procedural code that must be written to render a screen display. Instead, the appearance of the screen can be configured as screen component attributes set in XML files. Much of the appearance and behavior of screen components has been coded into the Scene Graph components that Roku provides, allowing you to quickly select and set the attributes of each component to match the design of your application, and allowing easier development of more complex screen displays than were possible in previous Roku firmware.
- Additional Information:** "In addition, the Scene Graph XML programming framework includes a new capability to design your application user interface for specific screen display resolutions, but also with the flexibility to allow the user interface to render correctly on Roku players that do not support the intended display resolution."
- Footer:** A horizontal line with four blue links: "Scene Graph XML Overview", "BrightScript Objects and Interfaces", "XML Components", and "Developing Scene Graph Applications".

Conclusion



Wrapping up

- Read the **Roku Developer Guide + docs**
- Review the **Channel Package/Publisher Guide** docs
- Test the workflow for building your channel
- Reach out and show off your channels via **@rokudev** on Twitter

Thanks for Building on the Roku Platform!

Questions?

Chris Traganos @ctraganos
 @rokudev

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