



CATEGORY: BEST PLATFORM

CTV Template application

The project Template Application enables customization of connected TV applications through a Content Management System (CMS). Users (broadcasters or technology providers) can easily adjust the application's appearance and behaviour, including template selection, style customization such as background colours, fonts, and focus behaviour, content management for both audio and video and advertising management.

The CMS provides intuitive tools for uploading, organising, and scheduling content, while also offering user access controls and analytics capabilities to track engagement and performance. Overall, the ecosystem empowers organisations to create engaging and tailored connected TV experiences without extensive development resources. Once all settings are chosen, the application will react to changes by displaying the features selected during configuration.