Introduction to TIZEN Ecosystem

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TIZEN Ecosystem
What is “Ecosystem”?

- Device Platform
- Information
- Content & Service Provider (Developer)
- Distribution Channel (App Store)
- User
- Revenue ($)

Promotion

Distribution Channel

Information

Device Platform

Content & Service Provider (Developer)

Revenue ($)

User
What is “TIZEN”? 

1. TIZEN is a Linux Foundation project based on Linux and various open source components

2. Targets multiple device categories including smart phones, in-vehicle infotainment devices, smart TVs, computers, cameras, printers, and more

3. Comprehensive standards-based HTML5 implementation

4. TIZEN has strong industry support
TIZEN Platform Support

Platform for multi-device segments, the OS of everything

- Enhanced convergence scenarios among various TIZEN products (Smartphone, wearable, smart TV, home appliances, etc.)

![Multi-Device Platform Diagram](image-url)
TIZEN Has Strong Industry Support

**TIZEN Association**

- 10 BoD member companies, 86 Partner program companies
- Industry consortium, drives industry awareness and adoption of TIZEN platform
- Partner program with Enabling Technology to accelerate development (e.g. Unity, Cocos2d-x, Marmalade, Havok game SDK)
**TIZEN SDK** | Integrated SDK based on multi-device profiles

- Integrated SDK that supports a wide range device profiles
- Responsive UI for “Easy to make auto-layout”

* IDE: Integrated Development Environment

- TIZEN Game SDK will be released
  - Unity3D / Cocos2d-x

**Multiple-device support**

- **All in One Viewer**
  - Wearable
  - Mobile
  - Big Screen (TV, Tablet)

Multi device base layout codes
TIZEN Application Ecosystem Flow

1. Develop
2. Packaging & Signing
3. Upload
4. Validation & Filtering
5. Download & Install
6. Play

Developer

TIZEN Store

TIZEN App

User

Launch

Tap

TIZEN Store
TIZEN Store
TIZEN Store?

Default application store of all Tizen based products

Super easy-to-use marketplace for both customers and app developers

Full support for global distribution and sales

Maximized monetizing opportunities with opened and flexible store policy
Start Seller Office

http://seller.tizenstore.com

No registration fee

No validation fee

Supports Chinese (‘15)
Application Submission & publishing

Easy to Sell Application (Just 3 steps)

1) Quick and Easy App Submission
   - Auto Detection of available devices with your Binary

2) One click selection for Global distribution
   - Convenient Setting Countries and Price

3) Easy to Upload Application
   - Instant App Publishing after validation
Monetizing Opportunity

Support basic tools of In-App Purchase and Advertising

- Tizen In-App Purchase: Consumable, Non-Consumable, Subscription

- Samsung Ad Hubs

Allow to utilize 3rd party solutions if you want

- 3rd party In-App Purchase
- 3rd party In-App Ads
- 3rd party content store (Music, Video, Book)
Payment Method

Credit Card worldwide

Direct Carrier Billing

Local Billing in China, UnionPay, Alipay, Prepaid Card,
Revenue Share for Sellers

One Year at launch

100%

(Some billing fee will be deducted)

Standard

70%
Validation Criteria

- Validation team
- Checks Four Criteria for Qualified Apps in Tizen Store

- Submission Information
  - Check Proper Information

- Functions
  - Check Working Apps

- Usability
  - Check Enjoyable Apps

- Contents
  - Check Healthy Contents
App Validation Process Overview

“WITHIN 3 DAYS”

**App Submission**

**Validation Phase 1**
- Initial Inspection & Dynamic Analysis
  - By System Automatically

**Validation Phase 2**
- Content Review & Final Confirmation
  - By Reviewers Manually

**System Checking**
- **Security Analysis System**
  - Malware, API privilege, web attack patterns, etc.
- **Test Automation System**
  - Checking Metadata, basic functions (install, execute, etc.)

**Manual Checking**
- **Content Review**
  - Age rating, copyright, cultural/social issues, etc.
- **Function test**
  - Usability of Application concept, special features, etc.

**For Sale**
3 Types of Validation Guidelines
Making your applications to be validated faster and easier

- Enable developer to Understand Validation Process and Policy
- Enable developer to Check Essential Point by themselves
- Enable developer to Avoid Easy Mistake to be failed in the Validation

https://developer.tizen.org/documentation/articles/validation-guidelines
Privilege Defects are Detected by Security Analysis System

1. Unused Privilege Problems
   ➔ Check privilege with Privilege Checker (IDE)

2. Undefined Privilege Problems
   ➔ Use Proper Privileges in the configuration file
Frequently Reported Defects

Function Defects are Detected by Test Automation System

1. Installation Error
2. Execution Error

31% & 29% = 60%

of all functional defects

Tips

Use Remote Test Lab!

: Developer can Install and Test Application with Real Device with RTL(Remote Test Lab) before submitting application
Frequently Reported Defects

**Contents Defects**

are manually checked by Reviewers for final confirm

- **Inappropriate Description**
  - Write a description in accordance with Tizen, NOT other platforms

- **Not for All Ages**
  - Make a Metadata (App name, description, icon and screenshots, etc) for all age

- **Copyright Infringement**
  - Make sure your application does not infringe someone else’s copyrights
TIZEN
Developer Program
TIZEN Developer Program

- Secure Global Local popular apps by **App Recruitment Program**
- Build-up and vitalize TIZEN Developer Ecosystem by **Developer Outreach Program**

**App Recruitment Program**
- Global Challenge
- Port-a-thon
- Local Popular App

**Developer Outreach Program**
- Local Challenge
- Global Top App
- Tizen Special App

- Tizen Developer Community ([developer.tizen.org](http://developer.tizen.org))
- DevLab, Hackathon
- Drive local content and developer mind-share
- Build on Tizen Developer Program and engage app developers
- Scale with worldwide marketing and events to enlist developers

Tizen Developer Conference / Summit
Remote Test Lab Service enables developers to test apps on device remotely.

URL: [http://developer.samsung.com/remotetestlab](http://developer.samsung.com/remotetestlab)
Technical Support

- Provides **Tools and Technical Information** for Tizen app developers
- Provides **developer community** to share information and support technical Q&A

**Development Tool**
- Tizen SDK
- Tizen OS Image

**Spec and Info**
- API reference
- Technical document
- Sample codes
- FAQ

**Dev Community**
- Discussion Forums
- Developer Blog

http://developer.tizen.org
Ready for Business,
Get Involved!