

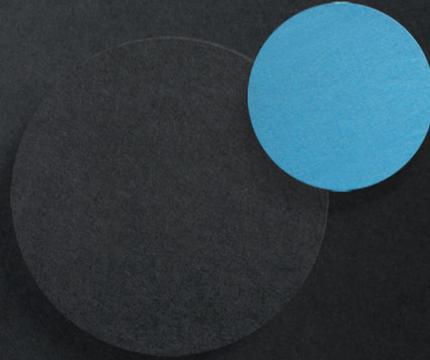
TuneIn for Tizen

Ben Nicholson
BD Manager

TIZEN[™]
**DEVELOPER
CONFERENCE**
2013
SAN FRANCISCO



TuneIn Overview



Radio

- Free, accessible, live audio
- Serves local audiences worldwide
- Last mass-market medium to move online



Radio circa 1959

TuneIn

- Free, accessible, live audio (and podcasts)
- Serves global audiences on every continent
- Helping to bring radio into the 21st century



Radio circa 2013

Content

- Over 70,000 global stations
- Over 200 countries/territories covered, 100 languages
- Partners with major global broadcasters



Content cont.

- Live concerts and events
- Timely news
- Free, open access to users

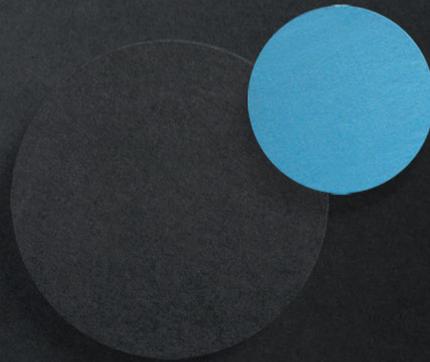


Distribution

- On over 200 devices and platforms
- Over 40 million unique monthly users
- Samsung one of TuneIn's leading partner
- Next step: Tizen



TuneIn for Tizen



Why Tizen

- Philosophical alignment
- Powerful technology, product, and distribution
- Commitment to apps and developers



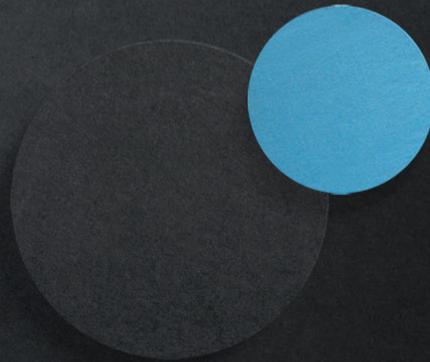
+



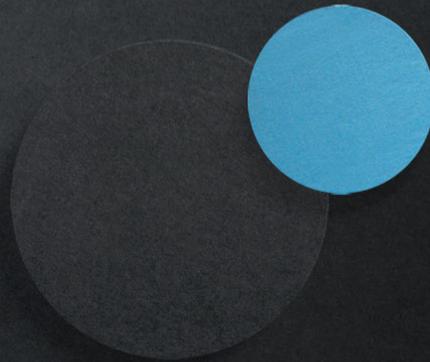
=



Live Demo



Developing for Tizen



Process

- 4 months from start to code completion, parity with existing apps
- Develop web and native components separately
- Support from Samsung and Symphony Teleca

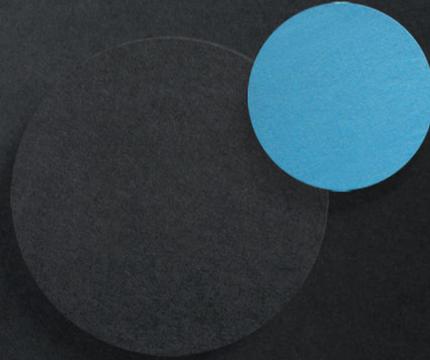
Challenges

- Streaming limitations
- Responsiveness
- Platform stability

Benefits

- The “hybrid” application model, web application and native service
- JSON!
- Built-in emulator

Moving Forward



Tuneln's Future on Tizen

- Distribution: launch globally
- Product: Tuneln evolves rapidly, Tizen will as well
- Confidence: buy-in from the world's biggest technology companies





TIZEN™

**DEVELOPER
CONFERENCE**

2013

SAN FRANCISCO