

Getting Started with Roku

After you have signed up for a custom Roku application (also referred to as a channel), there are several things that TelVue will need from you to create your Application.

Channel Metadata

1. **Channel Name** – *30 characters max* – This is typically the name of your media brand, University or town, or perhaps something more creative. This name will appear in the Roku Channel Store when users browse available channels.
2. **Channel Description** – *250 characters max* – Describe the content featured in your channel.
3. **Search Keywords** – A list of keywords that are used to help categorize and index your channel in Roku's online Channel Store
4. **Category** – Roku provides several categories that your channel may appear in. *Note that when your app is first published, it will appear in the "New" category automatically.* You must select **one** from the following: Apps, Comedy, Educational, Fitness, Food, Games, International, Kids & Family, Lifestyle, Movies & TV, Music, News & Weather, Personal Media, Photo Apps, Religious, Sci & Tech, Screensavers, Shopping, Special Interest, Sports, Themes, Travel, Web Video, TV Everywhere.
5. **Channel Stores** - Select which regions you want your app published. Consider any content restrictions you may have before selecting all regions. United States, Canada, United Kingdom, Ireland, Mexico, France, Rest of World.

Channel Graphics

There are several different images that are associated with your channel.

Typically, the client sends TelVue a high resolution logo with a transparent background (PNG format). The logo should be a high quality, vector graphic, no smaller than 800px x 800px. We resize and adapt this logo so it appears nicely in each of the areas that require images.

If you would instead like more control over each image, you can reach out to us during the development process. Additional Roku image options include:

- The Channel Poster is the image shown on the Roku OS home screen when your channel is installed and is also used in your Channel Store listing displayed alongside the channel details. Overall 540 x 405, but content should remain in the title-safe zone of 432 x 324.
- The Channel Splash Screens are full size graphics displayed while the channel is loading from the Roku OS home screen. It's the first visual viewers will see as a channel completes rendering. Overall 1920 x 1080, but content should be inside the title-safe zone of 1534 x 866.

Please [email](mailto:ott-apps@telvue.com) the above required information including attached image files to:
ott-apps@telvue.com

Managing Content on Your Channel

The TelVue Connect CMS makes it easy to manage and organize content and live streams on your Roku channel. If you are also managing a CloudCast video player through Connect, you can choose to simply have your Roku channel mirror the content and organization of your responsive web/mobile player. Alternatively, you can manage and organize content uniquely for your Roku channel.

Content for VOD can be drag and drop uploaded to Connect, where it will be automatically transcoded in the cloud for streaming. Within Connect, you can enter metadata, organize into Series, Playlists, and Categories, and choose what is published to Roku.

Viewing Your Application

During the development process, TelVue will provide one or more revisions of your application for your approval. To view these revisions, you will need an internet-connected Roku box and have a Roku account (created and managed on roku.com).

1. TelVue will provide you with a unique link that you can click to install the application to your Roku. This process is done in a web browser, and not on the Roku itself. The link may look like this: <https://owner.roku.com/add/ADYHZE> (example). This link is temporary and will not work once the application has been completely published.

2. Once you click that link and confirm the installation, the demo application will be installed to your account.
3. You must then prompt your Roku to sync and check for updates. You can do this by going to Settings and then going to System Update.

Approval of your Application

Once you have approved the final revision of your application and provided all of the necessary metadata, TelVue will submit your channel for approval to the public Roku Channel Store. The time that this process takes is variable, and depends on the currently workload of Roku's quality assurance team. TelVue cannot guarantee that your application will be approved to the public channel store or exactly how long the process will take.

Public vs Private Applications

Public Roku applications appear in the Roku Channel Store and can be searched and browsed by anyone with a Roku. These applications must go through a QA and approval process by Roku and there is no guarantee that an application will be approved. Users can also add public applications without using the Channel Store, by instead using the custom "vanity url" that each application is assigned.

Private applications do NOT appear in the Roku Channel Store. Instead, they can only be added by using the custom "vanity url" for your application. To be clear, anyone can still install your app to their Roku, but your app will not appear searchable in the public Channel Store.

The benefit of a public application is that it will have more visibility – anyone with a Roku box can find your channel easily. However, the approval process can be long and unpredictable. Private applications can still be added by anyone who knows the vanity URL, and do not need to go through the lengthy QA and approval process from Roku.

The vanity URL can be used for marketing your Roku app. You can include an image with a link to the vanity URL for example to promote your Roku channel right on your website, so visitors can click the image or URL to add your channel. You can also tweet out your Roku vanity URL, or share on facebook.

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