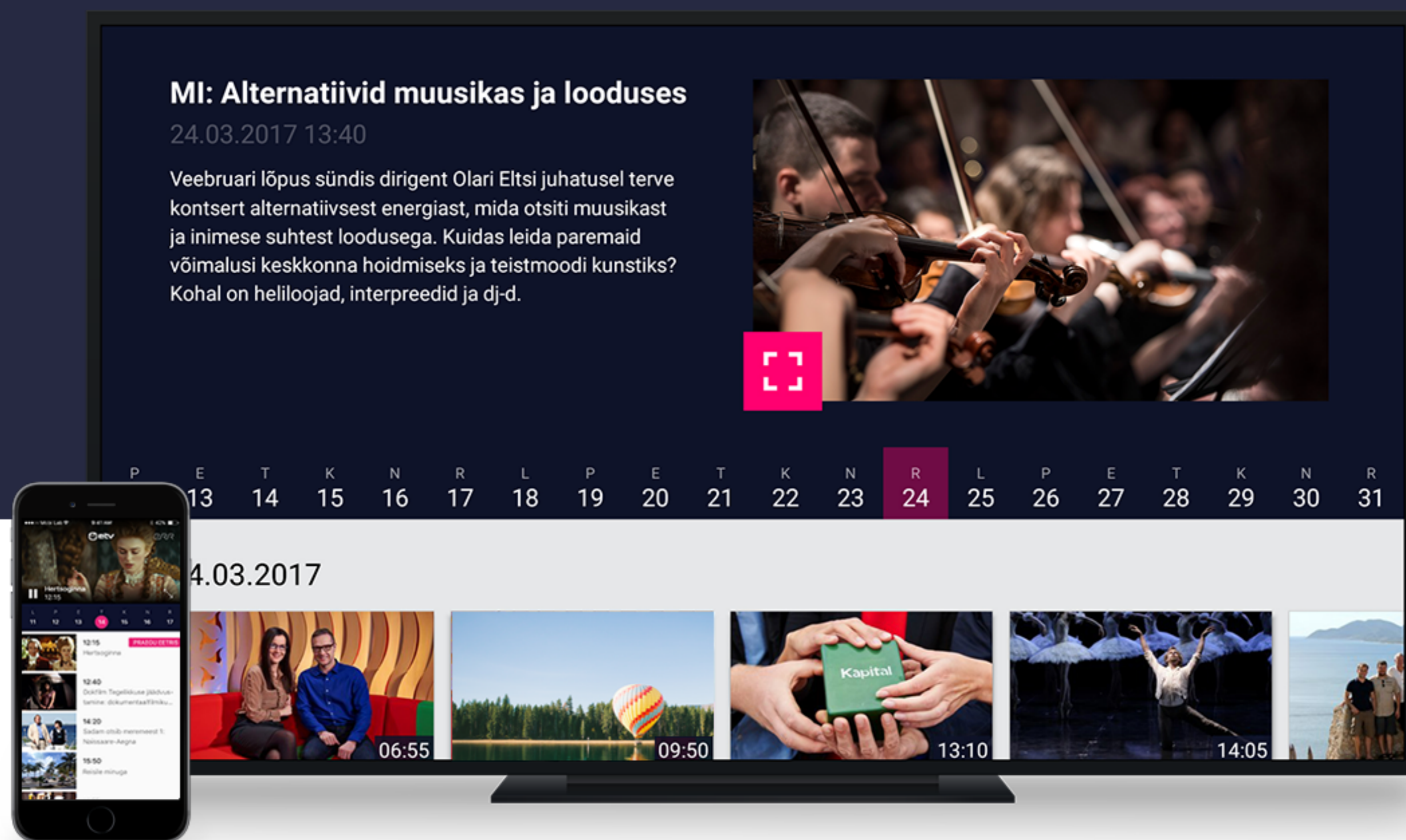# Introducing the Android TV and Apple TV ecosystems for Estonian Public Broadcaster - ERR

Previous stages

ERR — Estonian Public Broadcasting — is the Estonian radio and television organisation, comprised of three national TV channels - ETV, ETV2 and ETV+.

Our team and ERR have been cooperating for several years. As a result of this partnership we have previously designed and developed mobile apps for ERR's TV and radio channels.

Next stage: TV applications

At this stage of the project we upscaled the existing mobile-based solution for large screens.

Watching and interacting

Apple & Android TV is not just for watching, it's also for interacting. We felt it was very important that the existing mobile apps and the new TV apps kept consistency in order to make the experience for the user easier.

We based the new apps on the design we previously did for ERR, although we created the UX that is natural and convenient for Android and Apple TV users.

Android TV & Apple TV applications

Once we had a strong base to stand on, it was time to understand the differences between TV and mobile user scenarios in order to adapt the UX and UI design to the new platform.
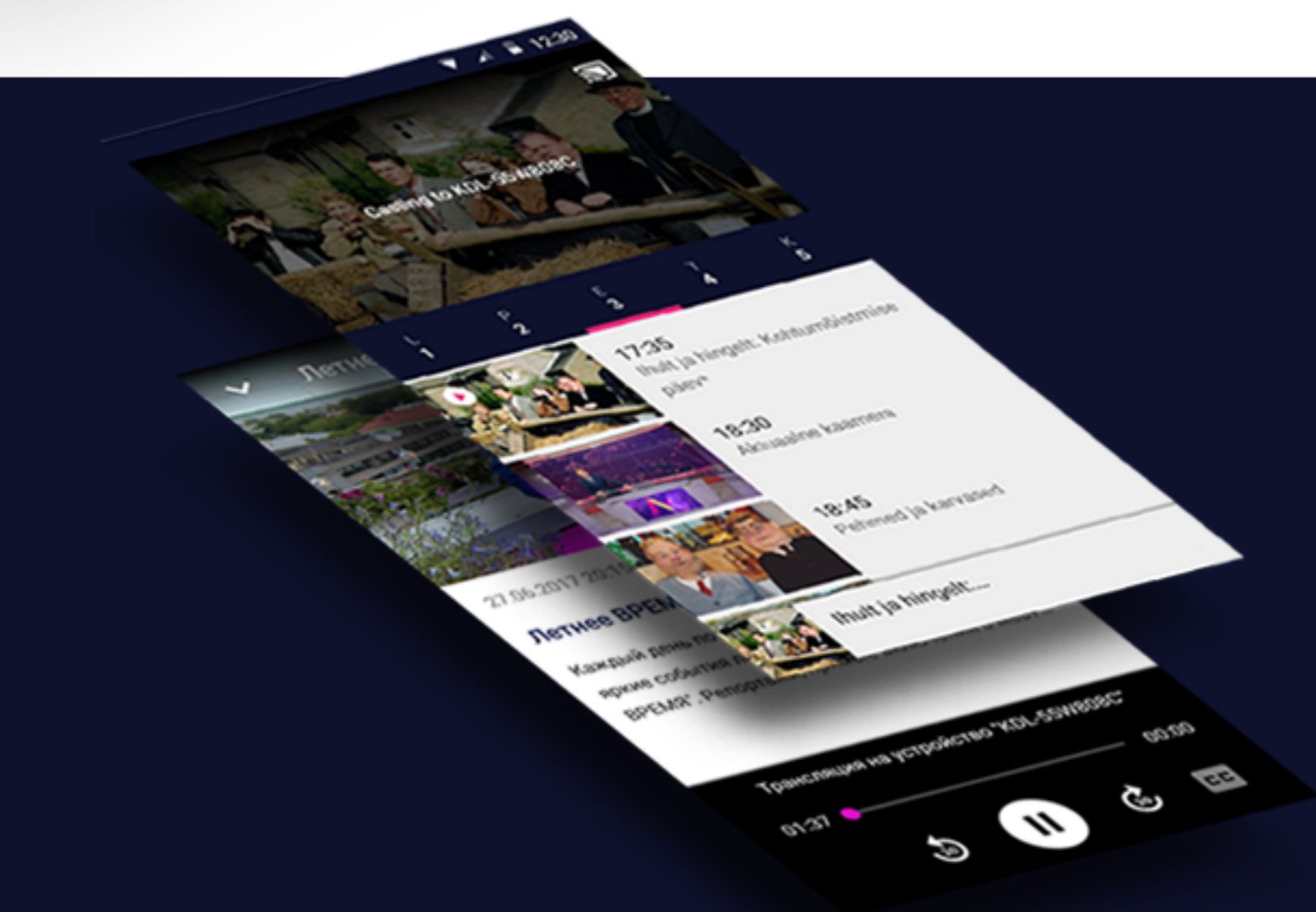
Date scroller and schedule

Date scroller helps to navigate easily in the schedule 1 week to the future and 1 month back to find a program to watch.

Once another date is selected, a new schedule of programs opens.

We enhanced the schedule practicality by displaying the broadcast programme in two rows. Hence allowing the users to have a full overview of upcoming and past segments.

Chromecast and Airplay

ERR mobile application users can now expand the app experience to a bigger screen. With a couple of clicks, the app content can be streamed to Apple Airplay or Chromecast.

Little things mean a lot

Although the final UI looks similar, the UX of Android and Apple TV is inherently different. Taking into account the different features of the platforms we crafted native experiences - concentrating on getting the details just right.