



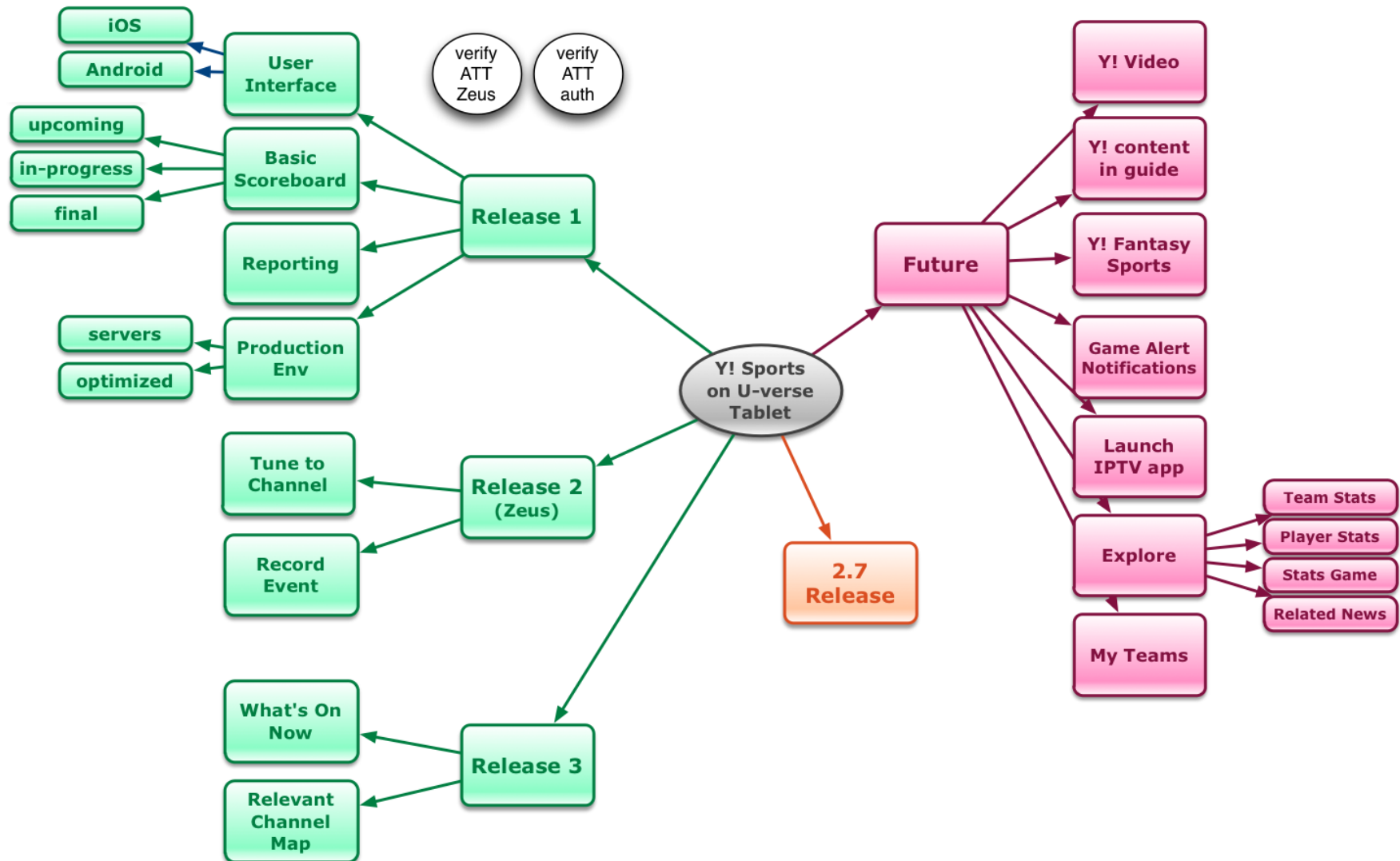
AT&T U-verse TV Tablet App

TV Companion app with
Yahoo! Sports

General App Overview

- iOS version is live
- Audience is 4M+ U-verse customers
- Current iPad user base is 125,000+
- Ability to browse U-verse TV Program Guide
- View On Demand content
- Manage the DVR
- Tune channels, record shows
- Share on Facebook and Twitter
- View sports scores from Yahoo! Sports
- Other tablet versions scheduled to be released

Planning with AT&T



Roadmap Outline

- **Release 1** – Basic scoreboard
 - Game scores
 - Pro and college leagues
- **Release 2** – Tune/Record
 - Tune on set top box “paired” with tablet
 - Record game
- **Release 3** – Channel map relevance
 - What’s On TV page
 - Consistency with interface
- **Release 4** – Division Filter
 - College dropdown filter
- **Future**
 - Windows 8
 - Android release
 - Explore game/team details
 - Yahoo! video content
 - Social TV

Release 1 – BASIC SCOREBOARD

- Sports scores - future, in-progress and final games.
- Score from:
 - MLB
 - NBA
 - NHL
 - MLS
 - NFL
 - NCCAAF
 - NCAAB
 - WNBA
 - NCAAW
- CDT Data Services feeds provides robust Y! Sports APIs for AT&T specific needs
- Webkit utilized for presentation layer, provides ability to code for both iPad and Android

In-app "tour"



View AT&T guide press "Sports"



Press the
"SportsTab" to
access Yahoo!
Sports scores

Basic Scoreboard



Yahoo! Sports Scoreboard

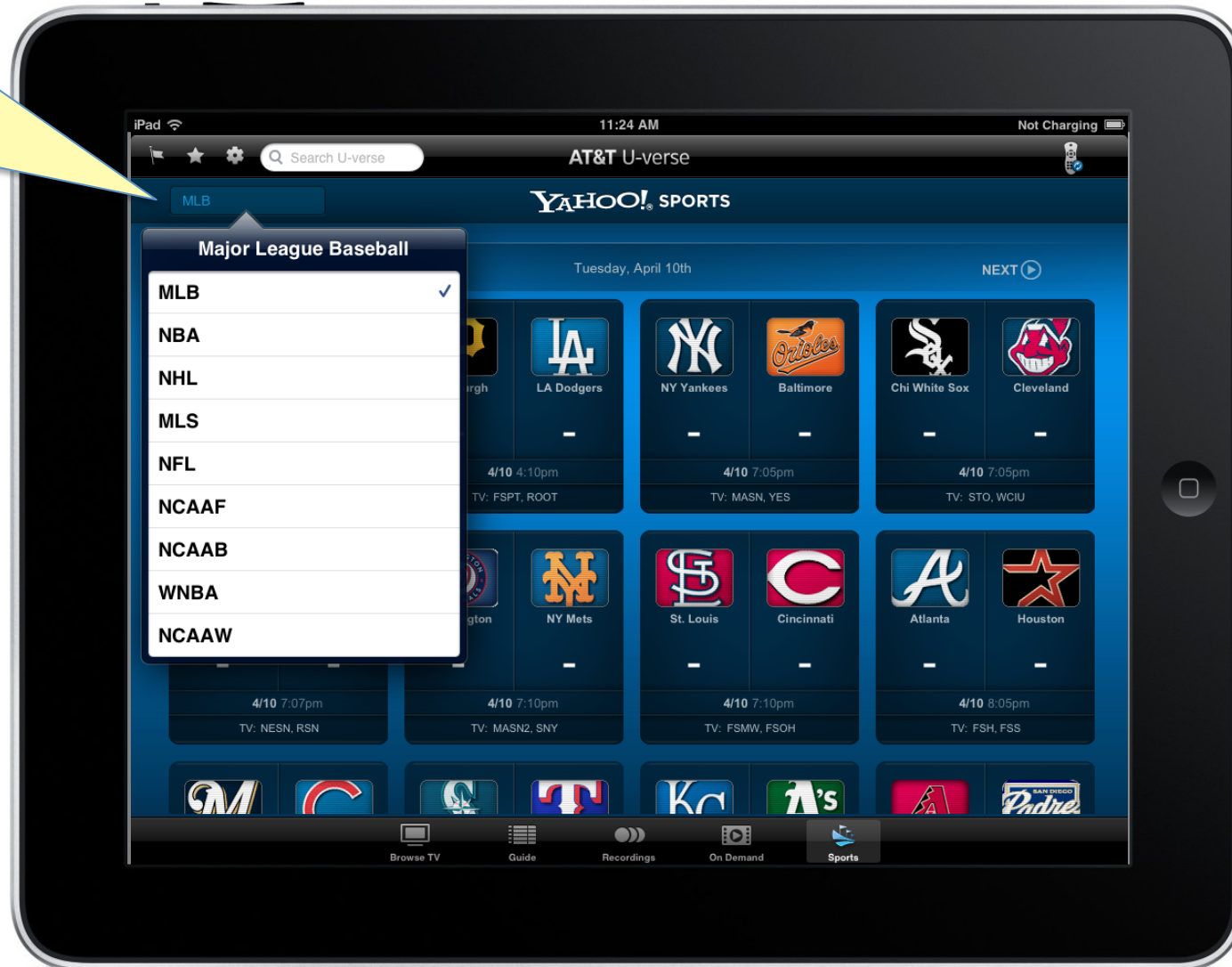
View in-progress and final scores from Yahoo! Sports as well as upcoming games.



Yahoo! Sports Scoreboard

Dropdown
provides access
to scores from:

MLB
NBA
NHL
MLS
NFL
NCCAAF
NCAAB
WNBA
NCAAW



Yahoo! Sports Scoreboard

The scoreboards look similar for each league.

Header/Footer do not scroll

Swipe up/down through games.

Swipe left/right through dates.



Release 2 – TUNE/RECORD

- Press a button in the tablet app
 - to tune into a game on their U-verse TV system.
 - to record that game on their U-verse TV system.
- AT&T created api called “zeus”, the api provides connectivity between iPad & STB
 - The iPad can send tune commands to the TV
 - Specific environment that allows the iPad and Set Top Box (STB) to communicate
 - AT&T has a test facility in Atlanta
- The WRA app, previously built by CDT, is used for the channel mapping

Press a "tile" to open details



Game or "program" Details



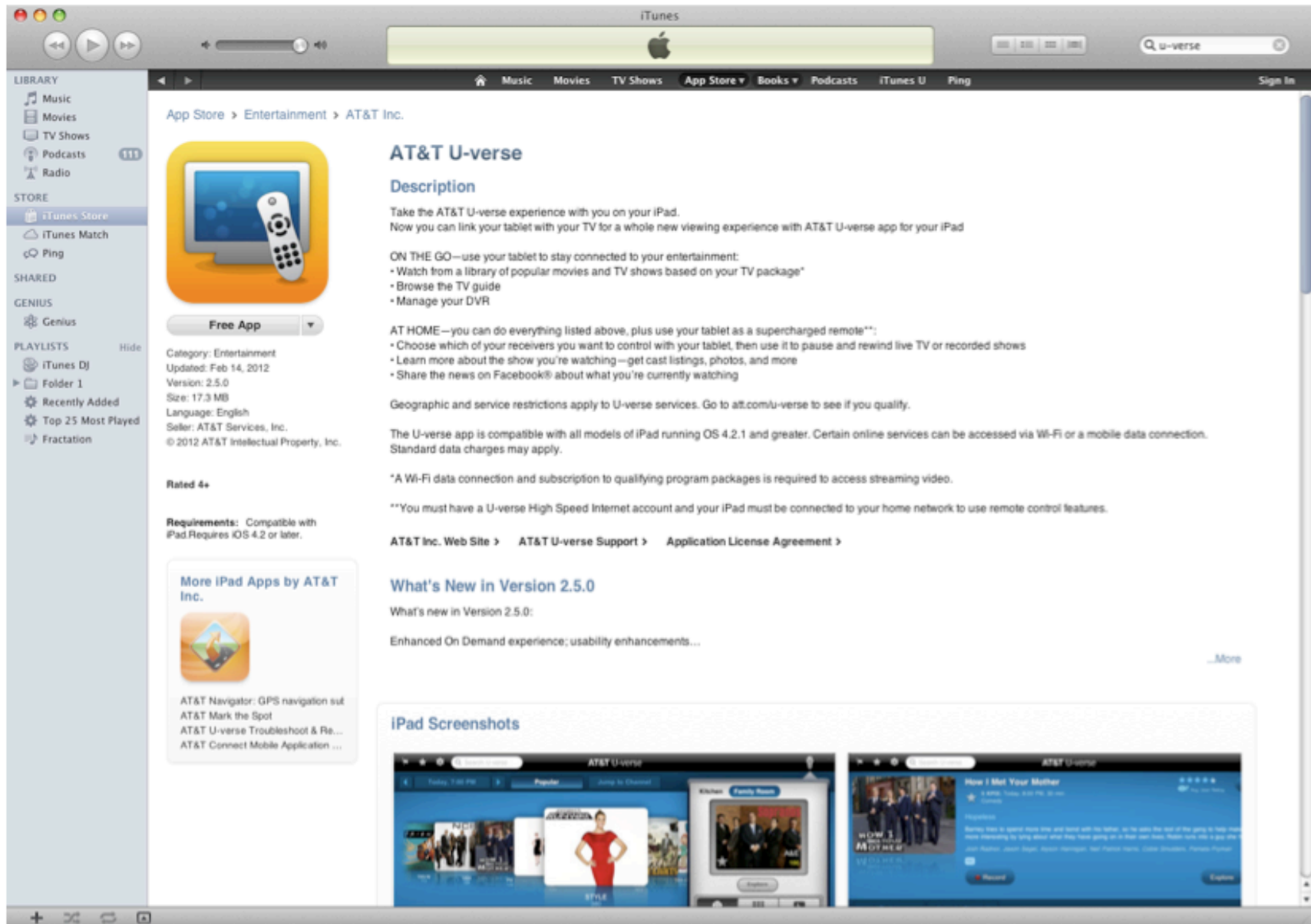
Record / Watch On TV buttons



Recording Options



Updated in iTunes Store - June 2012



Release 3 – What's On TV

- Create a default page for all sports – show only games that can be tuned or recorded. Filter out games that are not in user's package.
- Address UI consistency
- New drop down for date, to directly access a particular day or week
- Make channel map relevant.



Search U-verse

AT&T U-verse



Select a league

What's on TV

YAHOO! SPORTS

MLB

More MLB



Colorado

1



Pittsburgh

3

Top 5th

TV: ROOT



Houston



Milwaukee

Delay

TV: FSH



St. Louis

-

Today 7:30 PM

TV: FSMW, WGN



Chi Cubs

-



Chi White Sox

-

Today 7:30 PM

TV: CSN



Oakland

-

NBA

More NBA



Sacramento

45



Charlotte

34

2nd Qtr

TV: ESPN, FSH



Golden State

-

Today 3:30 PM

TV: ESPN, FSH



Minnesota

-



Cleveland

-

Today 5:30 PM

TV: CSN



San Antonio

-



Orlando

-

Sat, June 19 6:30 PM

TV: CSN



Denver

-

NHL

More NHL



Browse TV



Guide



Recordings



On Demand



Sports





Search U-verse

AT&T U-verse



Today - Sat, Mar 13



NBA

YAHOO! SPORTS



New Jersey

34

2nd Qtr

TV: ESPN, FSH



Toronto

28



Dallas

28

2nd Qtr

TV: ESPN, FSH



Atlanta

40



Orlando

-

Today 5:30 PM

TV: CSN



Memphis

-



Miami

-

Today 5:30 PM

TV: CSN



Washington

-



Portland

-

Today 7:00 PM

TV: ESPN, FSH



Utah

-



Denver

-

Today 7:30 PM

TV: ESPN, FSH



Minnesota

-



New Orleans

-

Today 7:30 PM

TV: CSN



Houston

-



Philadelphia

-

Today 8:00 PM

TV: CSN



Detroit

-



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Guide



Recordings



On Demand



Sports

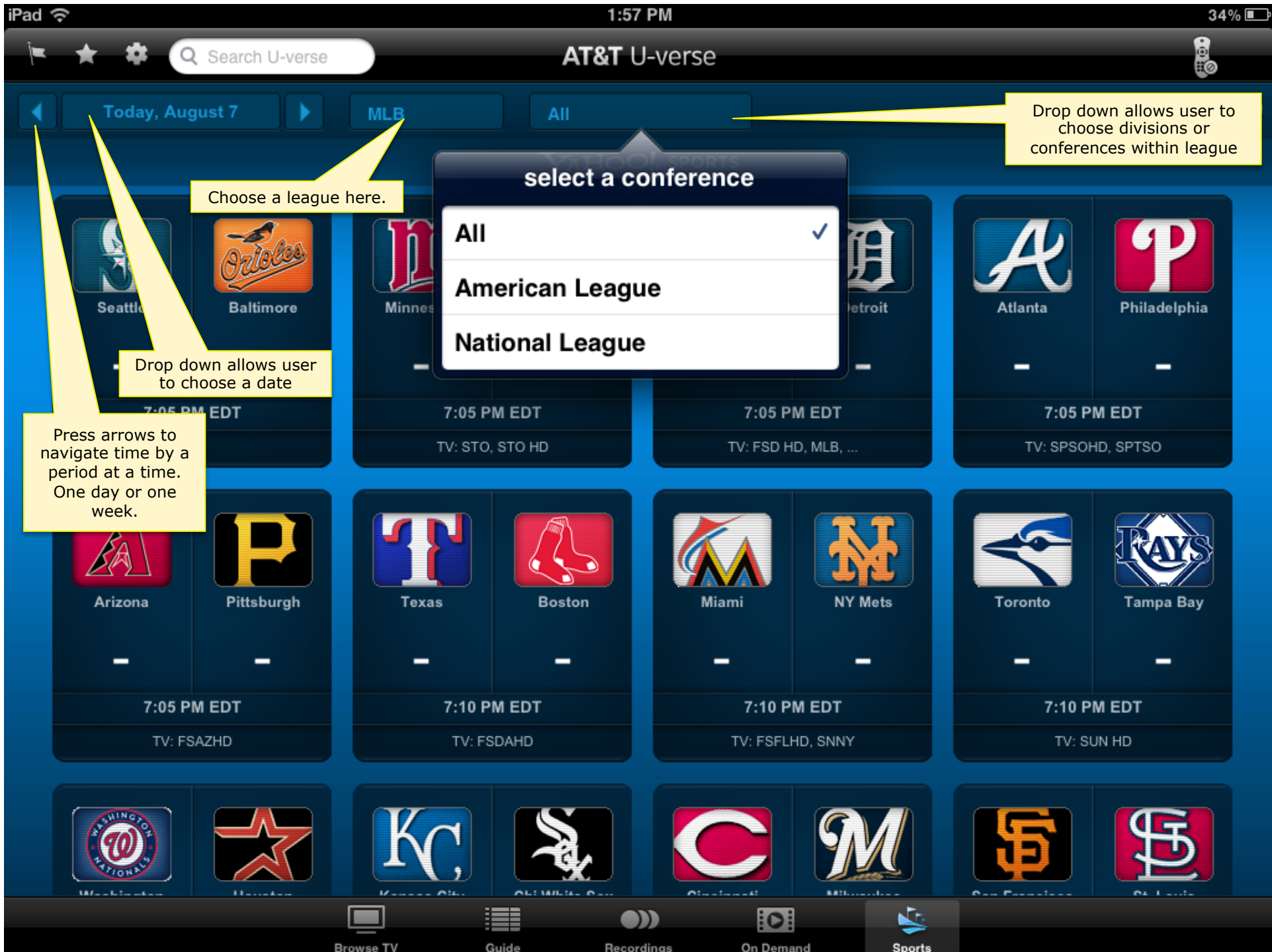


Release 4 – League Filter

- Provide a means to filter leagues to divisions or conferences as appropriate.

User Stories

- DIV001 Scoreboard Page Division Dropdown
As a user I want to sub-select NCAAF by conference, order of list should be alphabetical. See reference list.
- DIV002 Scoreboard Page Division Dropdown
As a user I want to sub-select NCAAB by conference, order of list should be alphabetical. See reference list.
- DIV003 Scoreboard Page Division Dropdown
As a user I want to sub-select NCAAW by conference, order of list should be alphabetical. See reference list.
- DIV101 Filter for Pro Sports
As a user, I would like to see MLB, NFL, NBA, WNBA, NHL display a filter to view the appropriate conferences for those leagues. See reference list.



iPad1:57 PM34%

Search U-verse

AT&T U-verse

Today, August 7

MLB

All

select a conference

All

American League

National League

Seattle

7:05 PM EDT

Orioles

Baltimore

7:05 PM EDT

TV: STO, STO HD

Minnesota

7:05 PM EDT

Detroit

7:05 PM EDT

TV: FSD HD, MLB, ...

Atlanta

7:05 PM EDT

Philadelphia

7:05 PM EDT

TV: SPSOHD, SPTS0

Arizona

7:05 PM EDT

Pittsburgh

7:05 PM EDT

TV: FSAZHD

Texas

7:10 PM EDT

Boston

7:10 PM EDT

TV: FSDAHD

Miami

7:10 PM EDT

NY Mets

7:10 PM EDT

TV: FSFLHD, SNY

Toronto

7:10 PM EDT

Rays

Tampa Bay

7:10 PM EDT

TV: SUN HD

Washington

7:10 PM EDT

Houston

7:10 PM EDT

TV: FSDAHD

KC

7:10 PM EDT

St. Louis

7:10 PM EDT

TV: FSDAHD

Cincinnati

7:10 PM EDT

Milwaukee

7:10 PM EDT

TV: FSDAHD

San Francisco

7:10 PM EDT

St. Louis

7:10 PM EDT

TV: FSDAHD

Browse TV

Guide

Recordings

On Demand

Sports

iPad 1:57 PM 34%

Search U-verse

AT&T U-verse

Pre 1

NFL

All

Washington

8/9 7:00 PM EDT

Buffalo

8/9 7:30 PM EDT

TV: WGCL, WGCLHD

Baltimore

8/9 7:30 PM EDT

England

8/9 7:30 PM EDT

TV: WGCL, WGCLHD

Pittsburgh

8/9 7:30 PM EDT

Philadelphia

8/9 7:30 PM EDT

TV: WGCL, WGCLHD

Green Bay

8/9 8:00 PM EDT

San Diego

8/9 8:30 PM EDT

TV: ESPN, ESPNHD

Denver

8/9 8:30 PM EDT

Chicago

8/9 8:30 PM EDT

TV: ESPN, ESPNHD

NY Jets

8/10 7:30 PM EDT

Cincinnati

8/10 7:30 PM EDT

TV: NFLHD, NFLNet

Cleveland

8/10 7:30 PM EDT

Detroit

8/10 7:30 PM EDT

TV: NFLHD, NFLNet

Tampa Bay

8/10 7:30 PM EDT

Miami

8/10 7:30 PM EDT

TV: NFLHD, NFLNet

NY Giants

8/10 7:30 PM EDT

Jacksonville

8/10 7:30 PM EDT

TV: NFLHD, NFLNet

Arizona

8/10 7:30 PM EDT

Kansas City

8/10 7:30 PM EDT

TV: NFLHD, NFLNet

Minnesota

8/10 7:30 PM EDT

San Francisco

8/10 7:30 PM EDT

TV: NFLHD, NFLNet

select a conference

All

AFC

NFC

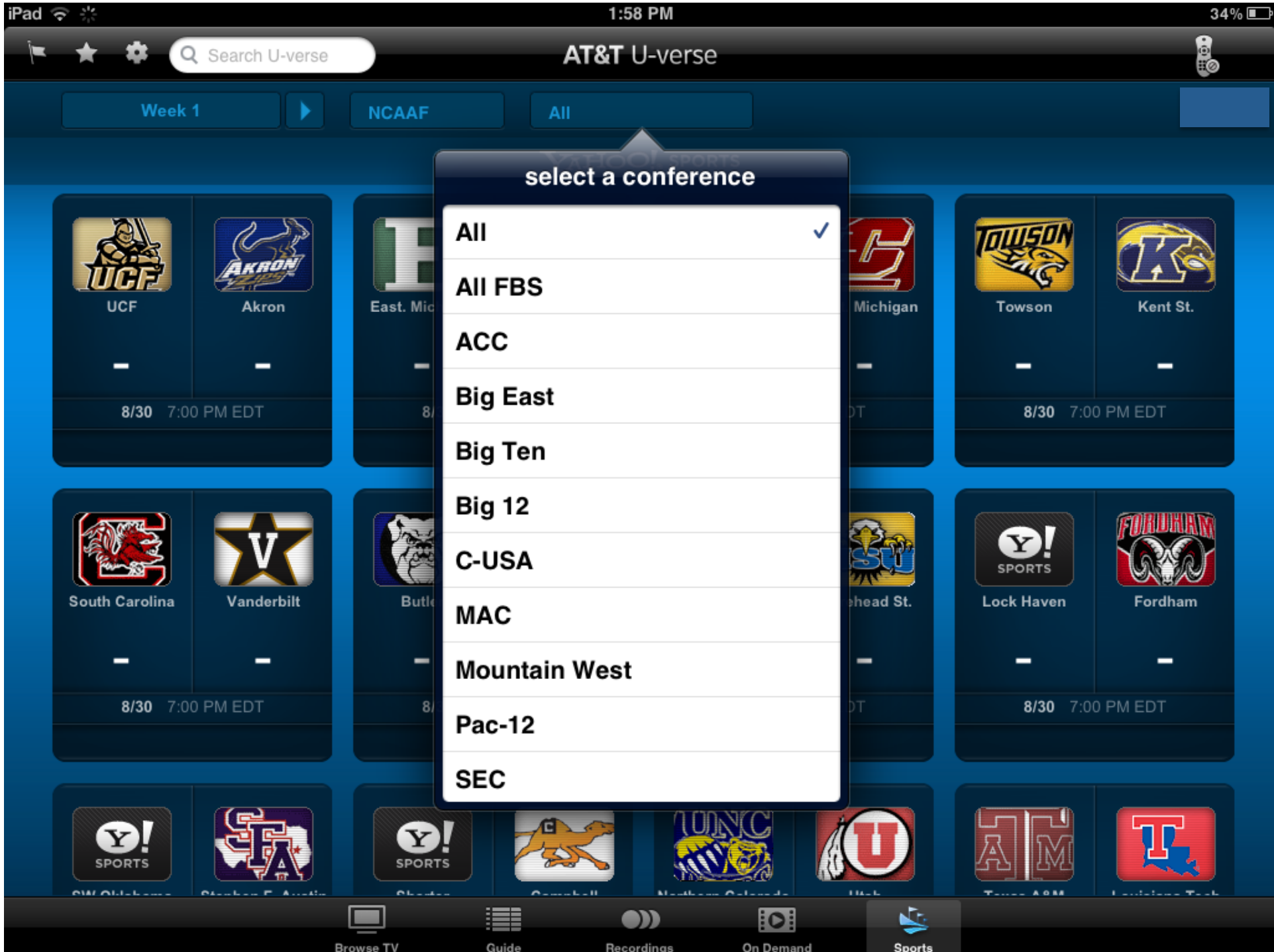
Browse TV

Guide

Recordings

On Demand

Sports





Search U-verse

AT&T U-verse



Wed, October 31

NBA

All

select a conference

All

Eastern Conference

Western Conference



Denver



Philadelphia

7:00 PM EDT



Indiana

7:00 PM EDT



Detroit

7:30 PM EDT



San Antonio



New Orleans

8:00 PM EDT



Sacramento



Chicago

8:00 PM EDT



Dallas



Utah

9:00 PM EDT



Golden State



Phoenix

10:00 PM EDT



Memphis



LA Clippers

10:30 PM EDT



LA Lakers



Boston



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Guide



Recordings



On Demand



Sports



Search U-verse

AT&T U-verse



Sun, September 9

WNBA

All

select a conference

All

Eastern Conference

Western Conference



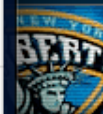
Minnesota



San Antonio



Washin



w York



Chicago



Connecticut

3:00 PM EDT

3:00 PM EDT

4:00 PM EDT

5:00 PM EDT



Phoenix



Indiana

6:00 PM EDT



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Guide



Recordings



On Demand



Sports



Search U-verse

AT&T U-verse



Mon, April 2

NCAAB

All (Division I)



Kansas

59



Kentucky

67

Final

select a conference

All (Division I) ✓

ACC

America East

Atlantic 10

Atlantic Sun

Big 12

Big East

Big Sky

Big South

Big Ten

Big West



Browse TV



Guide



Recordings



On Demand



Sports



Search U-verse

AT&T U-verse



Fri, October 12

NHL

All

select a conference

All

Eastern Conference

Western Conference



NY Islanders



Pittsburgh

7:00 PM EDT



New Je

7:00 PM EDT



etroit

7:30 PM EDT



San Jose

10:00 PM EDT



Anaheim



NY Rangers



Los Angeles

10:30 PM EDT



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Guide



Recordings



On Demand



Sports



Search U-verse

AT&T U-verse



Sat, September 15



MLS

There is no division drop down on this page by design.

YAHOO! SPORTS



Philadelphia



1:00 PM EDT



Toronto FC



Seattle



3:30 PM EDT



Portland



Columbus



7:00 PM EDT



New York



New England



7:30 PM EDT



D.C.



Montreal



8:30 PM EDT



Chicago



Vancouver



8:30 PM EDT



FC Dallas



San Jose



10:30 PM EDT



Chivas USA



Browse TV



Guide



Recordings



On Demand



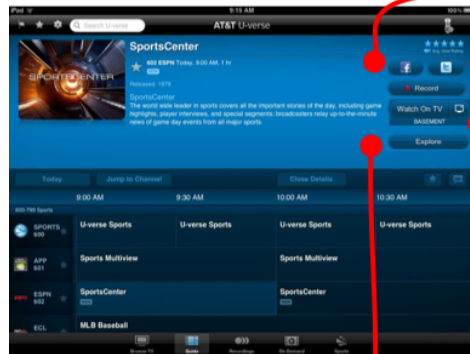
Sports

Win8, 2.7, 2013

FUTURE

Core app functions

Details - default



Change Channel

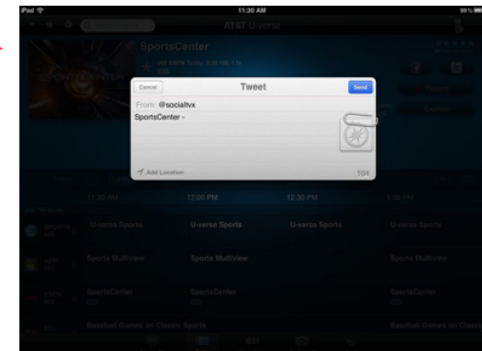
Record - popup



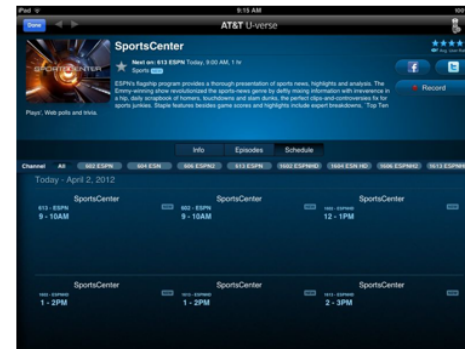
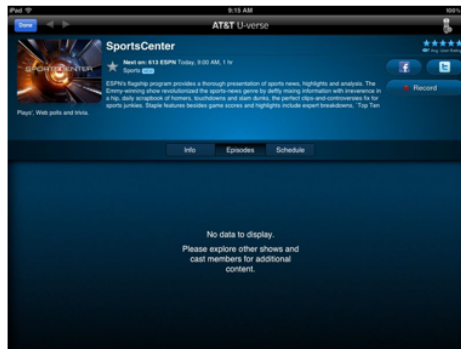
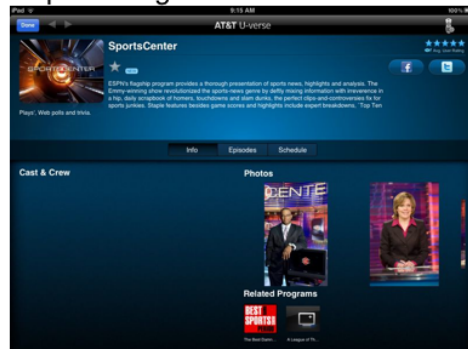
Facebook - popup



Twitter - popup



Explore Page - "Info" is default



AT&T Release 2.7 – target is Sept 2012

Parity with core functionality:

- Social TV sharing
 - Facebook
 - Twitter
- Recording confirmation
- Game blackouts
- AT&T reporting system - Flurry
- Set timezone from core app

Android Tablet



- AT&T "zeus" pairing on the Android is unstable, waiting for an AT&T fix to set the release date
- Y! Sports on Android app is built, needs minor tweaks due to differences in Webkit interpretation

Window 8 Tablet



- A Microsoft team is building core U-verse TV app on Windows 8. Launch day app.
- Baseline functionality is release 1 thru 3
- Initial Windows 8 wireframes created based on Win UI.

Future

- Windows 8
- Explore additional game/team details
- Possibility of Yahoo! Video content
- Tickers, news, more links to Yahoo!
- Personalization - My Teams
- Launch TV apps from iPad
 - Flickr
 - Y! Sports on TV app
- Yahoo! Fantasy Sports content on U-verse

Ideation

EXPLORATION

Explore MLB – MOCKUP

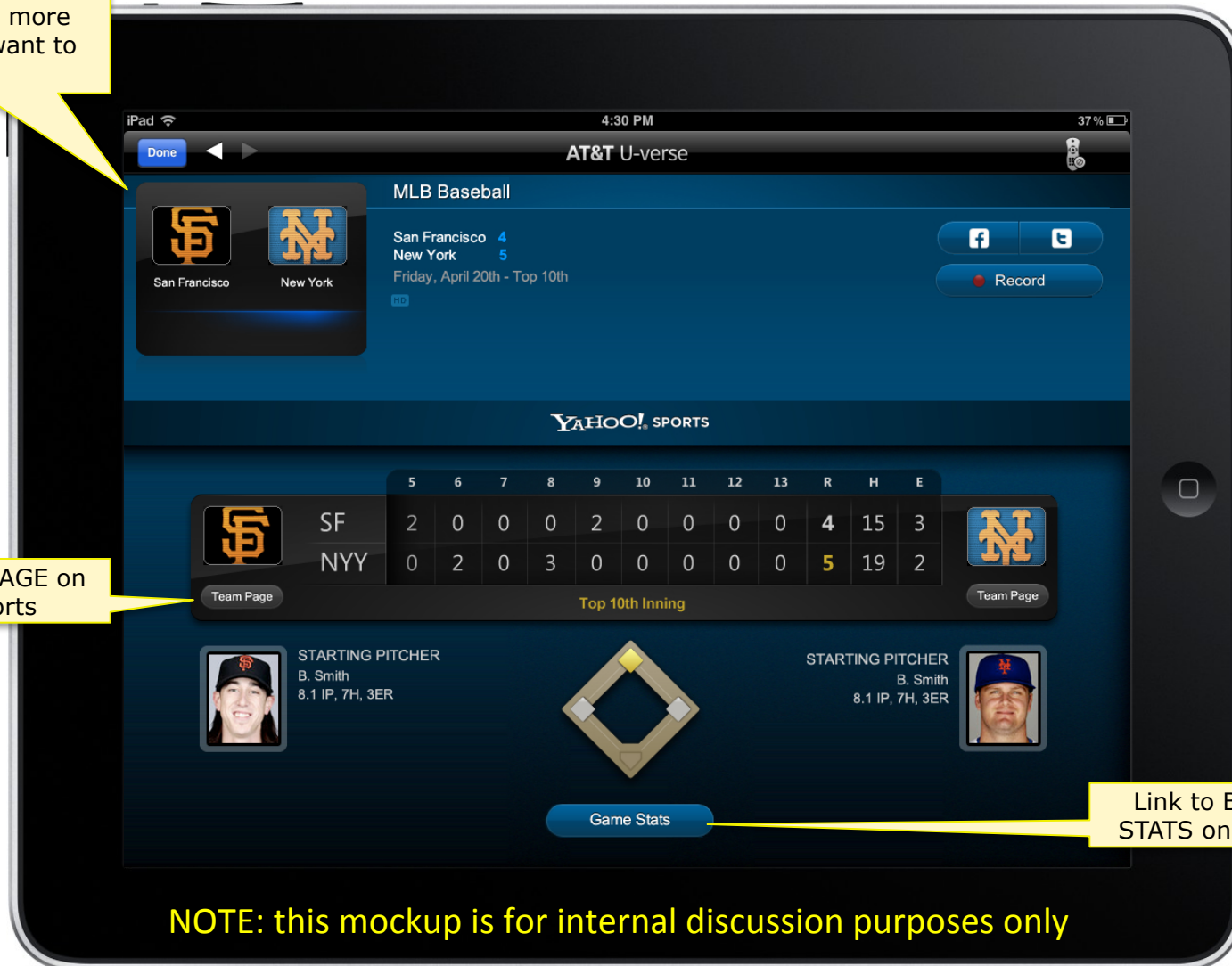
Press the "EXPLORE" button and get another layer of content.

This might be more info than we want to show.

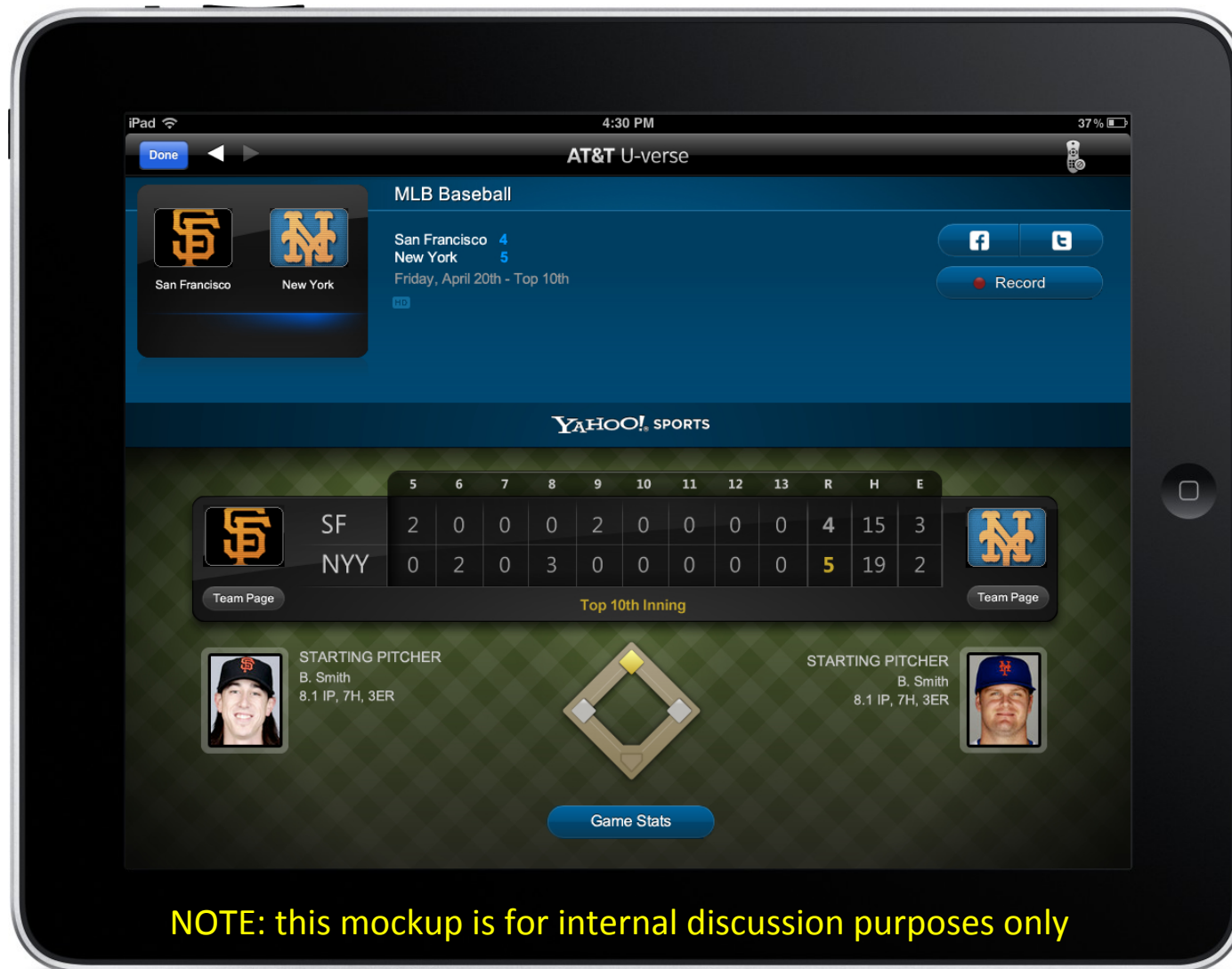
Link to TEAM PAGE on Yahoo! Sports

Link to BOX SCORE & STATS on Yahoo! Sports

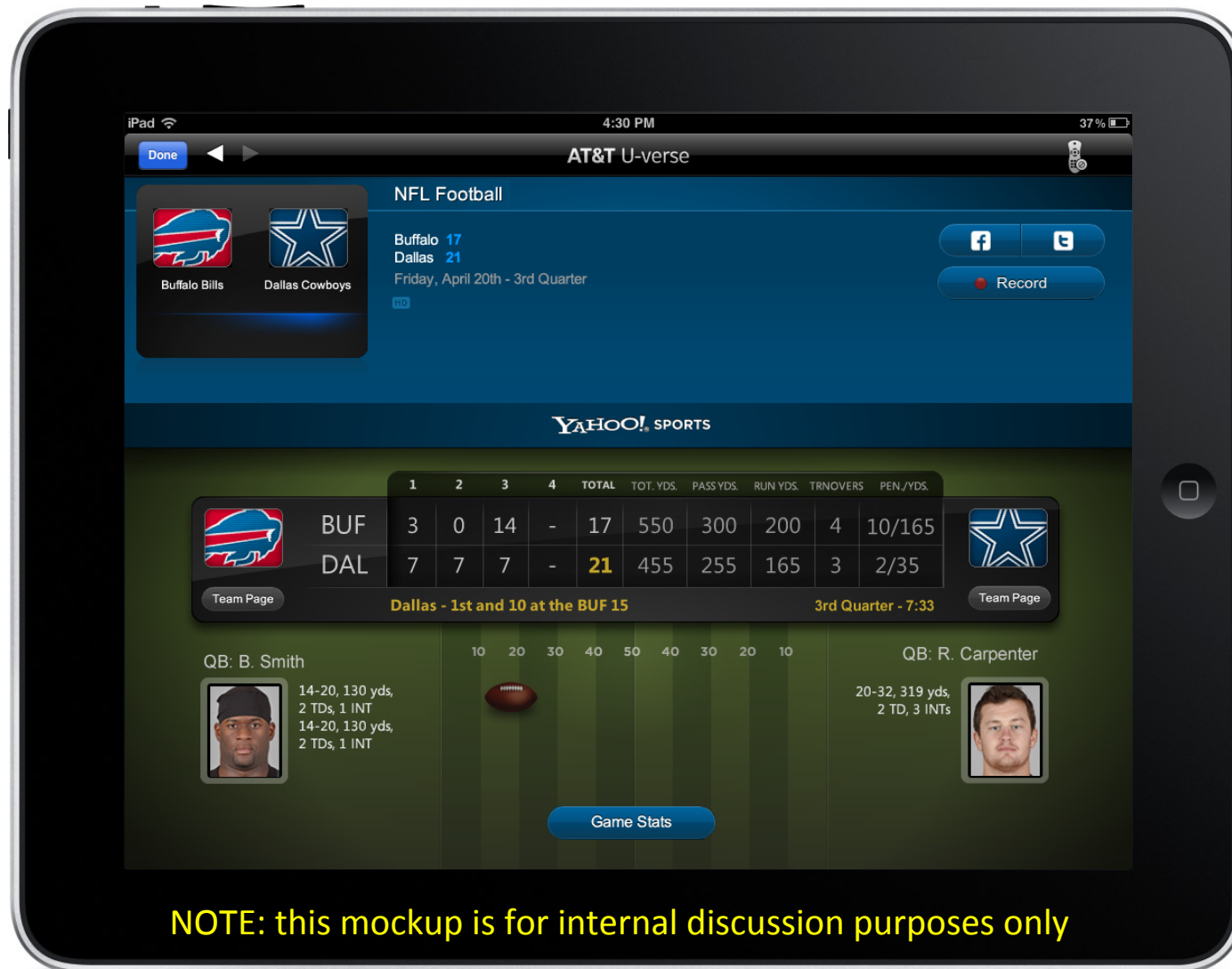
NOTE: this mockup is for internal discussion purposes only



Explore MLB - richer



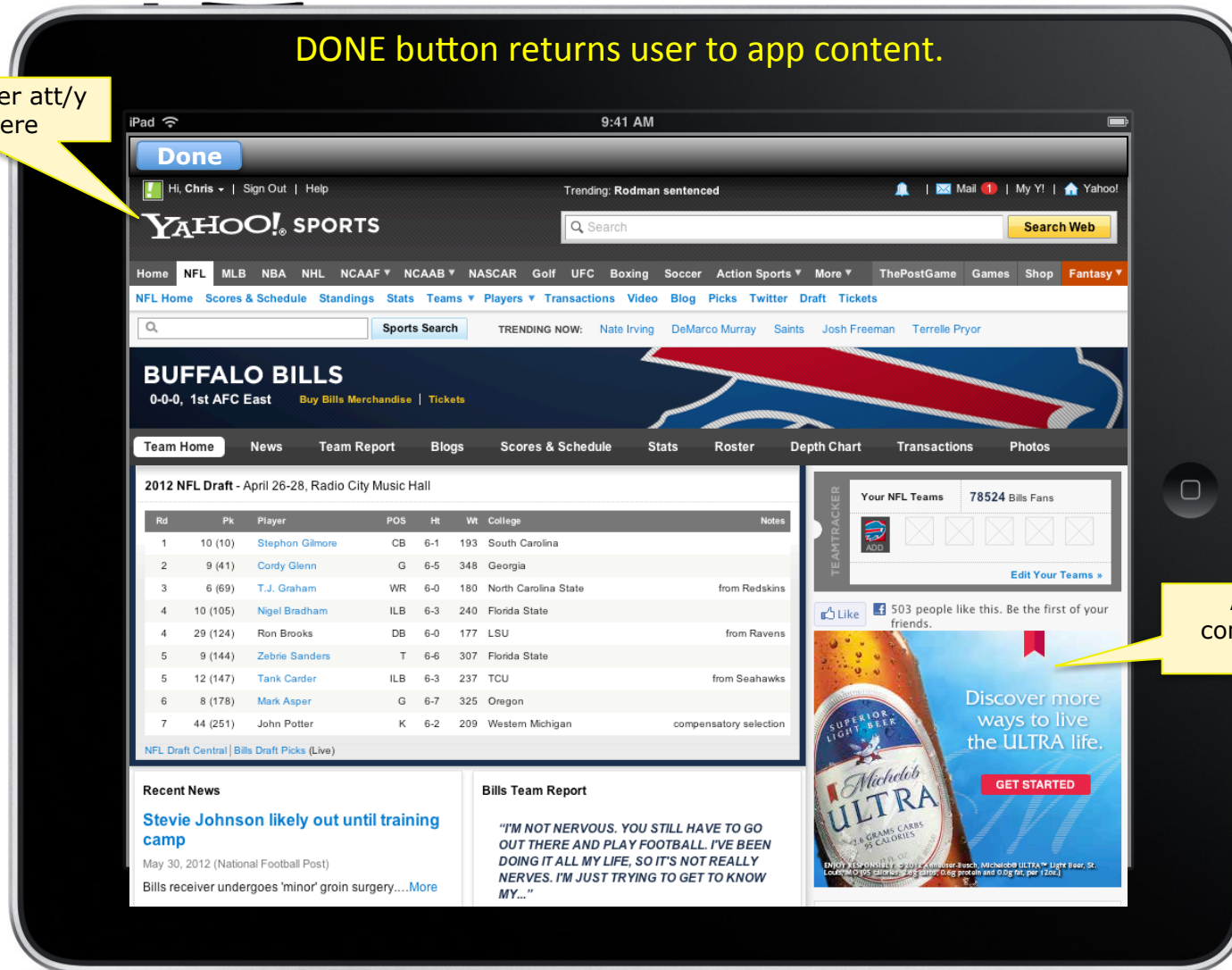
Explore NFL



Link to...more on Yahoo! Sports

DONE button returns user to app content.

Universal header att/y would be here



Ad blocking for competitive ads like Verizon

Social TV – Facebook posting



Social TV – Tweeting to Twitter

