

Haystack TV delivers the news plus convenience through Chromecast

Haystack TV is a "personal headline news channel" that lets consumers watch news on any screen, any time. One of their key objectives was to stream to home TVs, because that's where many people watch the most videos. Haystack TV made their Android app cast-ready when they launched it in February 2014, then added the functionality to their iOS app shortly afterward.

Haystacktv

About Haystack TV

- Founded in 2013
- · Headquartered in Redwood City, CA

To learn more, visit www.haystack.tv

At a Glance

Goal

 Deliver personalized news streams to home TVs

Approach

• Deliver Haystack TV via Chromecast

Results

- 2X average viewing time
- One-third of customers now using Chromecast

'A powerful remote control'

"We're in the midst of a revolution in the world of television. People are increasingly demanding the same types of experiences from their TVs that they have from their smartphones and tablets. More and more people are 'cutting the cord' and favoring over-the-top (OTT) services such as Haystack TV," says Haystack TV co-founder Ish Harshawat. "Chromecast was the perfect device for watching Haystack TV on the big screen."

The company particularly appreciates Chromecast's ability to let users multi-task on their mobile devices. Chromecast resembles "a powerful remote control that is customized to create the perfect user experience," Harshawat says. "Users can browse their headline news, choose other videos to play, and even remove videos from their play queue without disrupting the current video on their TVs." And because Haystack TV app works about the same way whether it's casting or not, the learning curve is low for first-time users.

'Graceful' controls and buttons

Haystack TV worked to make their apps easy to use and fully UX-compliant with the Cast Design guidelines. "This meant supporting such features as graceful reconnection when you get an incoming phone call, and improved UI controls,"



About Chromecast

Chromecast is an easy way to enjoy online video and music on your TV. Plug it into any HDTV and control it with your existing smartphone, tablet, or laptop. Casting is as simple as pressing a button from your favorite app. With Google Cast technology, your phone is your personalized remote control for browsing, playing, pausing, rewinding, controlling the volume and even making playlists. While you keep watching your favorites on your TV, you can switch to another app or let your device go into sleep mode—all without draining your battery.

To learn more about Chromecast, visit www.chromecast.com

Harshawat explains. "Our users really appreciate the ability to play, pause, or skip a video from their notification center or lock screen."

One important decision for Haystack TV was "how people would discover the Cast button," Harshawat adds. "We recommend placing it somewhere that is constantly visible, near where the content will play. In our case, we decided to place our cast button in the action bar."

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—Ish Harshawat, co-founder, Haystack TV

Twice the viewing, with greater frequency

Haystack TV has seen strong, measurable benefits since first offering Chromecast. The average time an active user spends watching news video has doubled. "We've been pleasantly surprised by the frequency of usage and session length of people who use our app with Chromecast," Harshawat says.

About one-third of Haystack TV customers now view their news via Chromecast. "It's really paid off, because so many people are buying Chromecast," Harshawat adds. "We are seeing increased demand for apps from that user base."

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Better-informed viewers

Haystack TV viewers often have a morning or evening routine of casting to their TVs to catch up on the news. "I use Haystack TV with my Chromecast every day when I get home," says one user. "It helps me stay informed about news from around the world and on the topics that I find interesting."

"We wouldn't be where we are today without Chromecast integration. It has been a big boon for us," Harshawat says. "We're excited to grow with the platform and be part of the TV revolution."

