

applicaster

Meet Zapp™

The Industry-Leading App Management Platform

Apple iOS Apple TV Android androidtv firetv SAMSUNG LG Roku

Zapp is a comprehensive low/no-code app management platform, built to help content owners, OTT providers, and publishers create, run, and optimize powerful streaming apps across multiple mobile, SmartTV, and web platforms.

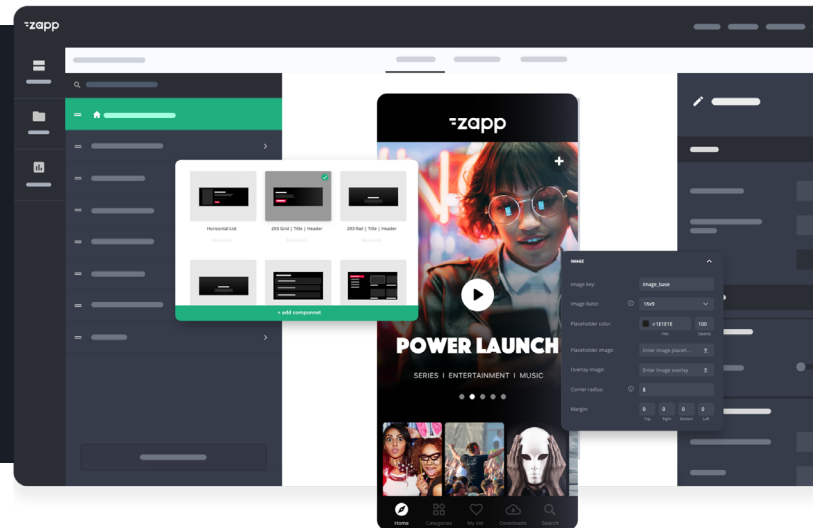
Zapp's innovative approach removes traditional barriers to building and operating cross-platform apps—limited UX control,

complex third-party integrations, developer dependencies, and insufficient performance data—with a unified solution that combines the speed, scale, and flexibility of a technology platform with the custom experience requirements of high-end services.

Applicaster's solution unlocks the operational control, product agility, and actionable data that **drives businesses forward**.

With Zapp, you're in control

- **Build** your app before signing any contracts
- **Customize** UX on your own, without coding or limiting templates
- **Access** the market's largest plug-in gallery for 3rd party integrations
- **Make** unlimited changes to your app post launch, no re-submissions
- **Work** from a flat-fee model that's known in advance



What Customers Are Saying ”

“We never imagined our team could build brand new apps in such a short period of time. With Applicaster, we've been able to define how we want our new apps to look, integrate them with our existing tech partners, and have them ready in less than 90 days.”

Roy Meyeringh, VP of Business Development, beIN Sports

“Applicaster's Zapp platform is intuitive and we understood most of it immediately. Thanks to the platform's maneuverability, TBN was able to stand up the core of our UI in less than a month. And as we continued with development, the speed of new releases and ease of data integration was almost too good to be true.”

Marcus Lopez, Director of TV & OTT Platforms, Trinity Broadcasting Network

Zapp lets you spend time growing your streaming business, not building it

From presets to 100% custom, without templates or coding

Zapp's preset library features beautifully designed screens and components to get you up and running quickly. Advance your design to create custom user experiences without template or coding constraints.

Continuously evolve your apps' capabilities and monetization

Zapp supports a full range of business models and releases four major annual versions with new features and capabilities, performance enhancements, remote management and configuration tools, data and insights, and support for the latest standards and policies.

Open architecture gives you freedom and speed

Access the industry's largest 3rd party integrations library, with 50+ plug-ins to the most important services. Mix and match your tech stack with just a few clicks to get cross-platform apps to market quicker and iterate over time.

Data tools to power your business optimization

Applicaster's powerful Insights+ add-on offers customer analytics and the ability to act on them—all from the same platform. Zapp's AI/ML-driven platform allows you to easily understand and adapt based on customer insights.

Trusted by the World's Best Brands



The INDEPENDENT



first media

TBN

beIN
MEDIA GROUP

FUSEMEDIA



A Certified Solution Partner



COMCAST
TECHNOLOGY SOLUTIONS

Roku

Get started with Zapp for a shorter, easier time to market

REQUEST A DEMO