

Atmosphere is the world's largest streaming TV service for businesses



ATMOSPHERE

www.atmosphere.tv

COMPANY

Atmosphere is the world's largest streaming TV service for businesses, offering original, audio-optional TV channels. Atmosphere's TV channels fill the void for businesses in a world dominated by linear cable TV suited for at-home viewing. Businesses enjoy the value of running their own marketing promotions and house ads within Atmosphere's content by utilizing a simple Digital Signage feature, allowing for further revenue generation. Atmosphere was incubated under Chive Media Group and was spun out in early 2019.

CHIVE TV

deepskytv

Beach Bum TV



bogey TV

THROTTLE TV

alpine TV

MOTIV8 TV

SHUGAZING TV

SCAN MODE

ESCAPE TV

Rare TV

CHALLENGE

Atmosphere embarked on developing a product along with a streaming platform supporting digital signage. The product was unique and Atmosphere decided to augment the in-house expertise with a partner that could supply the programming and engineering skill set not found in house. With Atmosphere steering each stage of the project, Bay Area Coders was chosen to be that partner and collaborator.



PRODUCT PLANNING

Bay Area Coders consultants assisted in the brainstorm and identification of optimal technologies to utilize in building out an architecture of the final product. The teams worked collaboratively to set out a road-map and milestones to be achieved maximizing the available expertise.

TECHNOLOGIES



PRODUCT DESIGN / IMPLEMENTATION

Bay Area Coders UI/UX team engaged in the designing and ultimate build out of a product website, a digital signage tool and multiple iOS, Android and Roku applications. After creating the frontpage, the internal team, in cooperation with Bay Area Coders consultants, created the digital signage tools used by the end customers.

TECHNOLOGIES



SUPPORT INFRASTRUCTURE

Upon the creation of the new platform, the team came together to design and develop internal tools for customized analytics monitoring and reporting.

TECHNOLOGIES



RESULTS

- Combined expertise of the in-house team and outsourced professionals allowed for optimization of resources and ultimately better product design and implementation
- By onboarding a partner a time from design/build out/ implementation to launch/ sales/ ROI was significantly reduced
- Successful design/development / launch of an iOS, Android and Roku applications.
- Successful design/ development/ launch of a product website <https://atmosphere.tv/>.