

DISH Opens Hopper DVR Platform to Select Mobile App Developers

Industry-leading move gives developers access to program information, channel-changing functionality from mobile devices

Thuuz Sports is first third-party mobile app to integrate with DISH's Hopper receivers

Consumers benefit from more choice and greater personalization of TV experience

ENGLEWOOD, Colo.--([BUSINESS WIRE](#))--In a move designed to deliver new customer experiences and to spur innovation among smartphone and tablet app developers, DISH opened its third-party application programming interface (API) to developers. Starting today, trusted partners can access many of the same second-screen APIs that DISH uses for its own DISH Explorer mobile app on its Hopper® Whole-Home HD DVR, a program designed to replace a traditional remote control with a tablet-based device.

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“I think it's a great announcement and DISH has taken a step in the right direction,” said media strategist Robert Tercek earlier this month at the Second Screen Summit in New York. “In the world of the multichannel video providers, DISH is probably the most innovative company. This is evidence that DISH is focused on reinventing the TV experience for an audience that's already accustomed to manipulating their content, tuning in when they want to, and building their own playlists. Consumers want to exert more control.”

With the DISH APIs, developers can offer new ways for customers to discover shows that are available on the program guide, recorded to the DVR and accessible on demand. Their apps will also be able to control the Hopper by changing channels, setting recordings and playing back DVR and on-demand shows.

“DISH wants to evolve the Hopper experience for customers and foster innovation among the developer community,” said Vivek Khemka, senior vice president of Product Management for DISH. “DISH already has its own suite of mobile apps designed to work with the Hopper, but we want to see what other experiences trusted partners might create if given the opportunity. By tapping into a deeper well of creativity, I'm confident we will discover ideas we've never dreamed of to improve upon an already unique customer experience.”

Third-party Integration Underway

[Thuuz Sports](#) is the first developer to incorporate DISH's APIs into their app, enabling DISH customers to control their Hopper receiver directly from Android or iOS smartphones. Thuuz Sports uses real-time analytics and social signaling to alert viewers to exciting sporting events. Fans can customize the app based on their favorite teams and sports leagues, including NFL, MLB, NBA, NHL, NCAAF and NCAABB.

By pairing the Thuuz app on mobile devices with Hopper, DISH subscribers can automatically jump to the most exciting games on their TV. The Thuuz Sports app also enables one-click recording of live or upcoming matches on the Hopper if a customer is away from their TV.

“Our goal is to make sure sports enthusiasts never miss an exciting game,” said Warren Packard, CEO & co-founder of Thuuz. “Our apps already alert users to the best matches in their favorite sports. Integrating with DISH's Hopper receivers lets us take viewers immediately into the live action. For those times when they can't watch the game live, we make sure they can record it to enjoy later.”

API Availability

Developers interested in working with DISH will be vetted to ensure that customer privacy and other considerations are met. Requests for the Hopper APIs are being accepted by email to devprogram@dish.com.

Note to editors: Video interviews of Vivek Khemka from DISH and Robert Tercek from the recent Second Screen Summit are available online at www.youtube.com/watch?v=Sc8xioONrOo.

About DISH

DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.092 million satellite TV customers, as of March 31, 2013, with the highest quality programming and technology with the most choices at the best value, including HD Free for Life®. Subscribers enjoy the largest high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation's subsidiary, Blockbuster L.L.C., delivers family entertainment to millions of customers around the world. DISH Network Corporation is a Fortune 200 company. Visit www.dish.com.

About Thuuz

Thuuz, Inc. is an award-winning mobile and connected TV service revolutionizing how consumers discover and connect to sports programming. We alert fanatics, sports enthusiasts and casual viewers to the most exciting sporting events as they're happening leveraging advanced algorithmic analysis, social signaling and fan preferences. We also direct fans to where they can tune into the game -- TV, web or mobile. Our partners include leading TV providers, wireless carriers and electronics companies.

Photos/Multimedia Gallery

Available: <http://www.businesswire.com/multimedia/home/20130716005584/en/>

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