Developers: Microsoft Wants to Put Your App in a TV Ad

Mashable

Microsoft [1] unveiled a neat contest for developers, giving them a chance to have their app featured in a Windows Phone television ad.

The contest [2], which officially started Monday, is called Windows Phone Next App Star, and is open to Windows Phone developers worldwide. Participation is easy: Just have a killer app, and you'll get a chance to be featured in a primetime TV ad in the U.S.

The top 64 apps will be chosen based on user rating, app quality and successful implementation of new Windows Phone 8 features, such as Live Tiles. The 64 entries will then vie for public votes in a head-to-head competition that whittles down candidates until the best app is chosen.

Microsoft promises thousands of dollars in prizes for developers of the 64 selected apps. Other winnings include a Nokia Lumia 920 Windows Phone and a free, one-year Dev Center subscription.

Registered Windows Phone app developers can opt in by visiting the Dev Center [3] by March 5. Developers who haven't yet developed a Windows Phone app can participate as well, by registering and publishing an app by March 5.

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[3] http://windowsphone.com/nextappstar