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.

Source URL (retrieved on *04/19/2015 - 5:01am*):
http://www.wirelessdesignmag.com/news/2013/01/developers-microsoft-wants-put-your-app-tv-ad?qt-most_popular=0&qt-digital_editions=0&qt-blogs=0

Links:
[1] http://mashable.com/category/microsoft/

[2] http://blogs.windows.com/windows_phone/b/wpdev/archive/2013/01/14/next-app-star-see-your-app-featured-in-a-windows-phone-tv-ad.aspx
[3] http://windowsphone.com/nextappstar