

Deploy UrbanLoop on Apple TV with Jamf Pro or Jamf School

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1. Generate Your app configuration	2. Assign Configuration in Jamf	3. Launch Run the app on Apple TV	4. Link Auto-Sync and site mapping
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This guide describes the UrbanLoop deployment workflow for Jamf Pro and Jamf School. Complete the pilot checks in this guide with the released app, dashboard, and one managed Apple TV before expanding to a fleet. The App Store record may still show the previous name, EZ Plus; use the tvOS app record and bundle identifier to identify the correct app.

Before you begin

You need a supported Apple TV enrolled in Jamf Pro or Jamf School, an UrbanLoop management account with permission to link TVs, and the tvOS application assigned through your organization's app distribution process. Where your organization uses Apple School Manager or Apple Business Manager, acquire enough app licenses for the devices and synchronize them with your MDM. These are app-distribution licenses; UrbanLoop service plans are separate.

Open the approved UrbanLoop dashboard at <https://app.urbanloop.ai>. Use the approved cloud-migration app release. Do not send existing customer devices to a test environment before the service cutover is complete.

The tvOS bundle identifier remains `bnm.eztv-phone`. The managed configuration keys still start with `eztv_` for compatibility. Do not change these identifiers to `urbanloop_`.

For the new release, the core application connection is HTTPS on TCP 443 to `api.urbanloop.ai`; the management dashboard uses `app.urbanloop.ai`. Website/help resources may use `urbanloop.ai`, `www.urbanloop.ai`, and `docs.urbanloop.ai`. Google, YouTube, externally hosted media, and other selected content may require access to their own domains. This is not a complete allowlist for every third-party content source. Legacy app versions can still use the old host and port until they are updated.

1. Generate your organization's app configuration

1. In UrbanLoop, open **TVs**, then **Auto-Sync**.
2. Select **App Config Generator**.
3. Select an existing site or enter a new site name for this deployment.
4. Choose **Jamf Pro** or **Jamf School**, then copy the generated configuration in the format shown for that product.

For deployments to multiple sites, generate a configuration for each intended site. Devices can be reassigned later. The organization ID and secret come from your own account; the examples below are not deployable credentials.

2. Assign the configuration in Jamf

In Jamf Pro, open the tvOS application's mobile device app record and its **App Configuration** tab. Paste the configuration generated for Jamf Pro into the configuration field. In Jamf School, open the app's managed configuration settings and use the generated Jamf School format. Menu labels vary by Jamf version; use the current vendor documentation when the interface differs.

Jamf Pro example:

```
<dict>
  <key>eztv_secret</key>
  <string>YOUR_ORGANIZATION_SECRET</string>
  <key>eztv_org</key>
  <string>YOUR_ORGANIZATION_ID</string>
  <key>eztv_site_name</key>
  <string>Office</string>
  <key>eztv_disable_location_request</key>
  <true/>
</dict>
```

Jamf School example:

```
<plist>
  <dict>
    <key>eztv_secret</key>
    <string>YOUR_ORGANIZATION_SECRET</string>
    <key>eztv_org</key>
    <string>YOUR_ORGANIZATION_ID</string>
    <key>eztv_site_name</key>
    <string>Office</string>
    <key>eztv_disable_location_request</key>
    <true/>
  </dict>
</plist>
```

Keep key names, values, and XML structure exactly as generated. The organization secret and organization ID are specific to your account. Do not publish them, include them in screenshots, or send them in routine support messages. Confirm that the MDM accepted the configuration and that it is assigned to the same device scope as the app.

The `eztv_udid` key belongs to the legacy per-device workflow; it is not part of the current organization-level Auto-Sync example. Do not mix examples from the two workflows.

3. Install and launch the app

Scope the tvOS app and its configuration to one pilot Apple TV first. Confirm the app installation completes and that the intended managed configuration reaches the device.

Installation alone does not make the device appear in Auto-Sync. The app must run at least once. Start it manually or use your MDM's Single App Mode/App Lock profile to launch the tvOS app. If the Apple TV is dedicated to signage, Single App Mode can keep the signage app in the foreground. If the device is shared, plan how the profile will be removed when other apps are needed.

If the app was already installed without managed configuration, inspect configuration delivery and test the update/relaunch on one device. Do not remove the app across an entire fleet as a first troubleshooting step. Any reinstall should be tested and scheduled so it does not interrupt active displays unnecessarily.

4. Retrieve, select, and link TVs

1. Return to **TVs > Auto-Sync** in the same UrbanLoop organization used to generate the configuration.
2. Select **Get Unlinked Devices**.
3. Select the intended TVs from the returned list.
4. Select **Link Selected Devices**.
5. In **Map Sites**, map each site name supplied by the device to an existing UrbanLoop site or create the intended new site.
6. Confirm the mapping and check that the TVs now appear in the correct sites.

Check the pilot TV's identity and site before linking the rest of the fleet. Devices already linked to an organization may not appear in the unlinked-device list.

5. Set location and verify playback

If `eztv_disable_location_request` is `true`, the app does not prompt for device location access. Manually configure the TV or TV Group location for local time and weather features.

Assign known test content or a test playlist using the management app. Confirm that the pilot display updates, plays the expected content, and returns to the intended app after a restart if you use Single App Mode. Record the app versions, Jamf version, device model, and test outcome. Then expand deployment to the intended fleet.

Troubleshooting

Symptom	Check
Device does not appear in Auto-Sync	App launched once; correct organization's configuration; configuration actually delivered; network access; device not already linked
Wrong site	<code>eztv_site_name</code> in the assigned configuration and the mapping chosen in Map Sites
App installed but not running	Launch manually or check the Single App Mode/App Lock scope and tvOS bundle identifier
Weather/time is wrong	Manually configured location when the permission prompt is disabled
XML rejected	Correct Jamf Pro/School format; copied generated values; intact keys and XML structure
Existing device behaves differently	Approved app version and API environment; avoid mixing the legacy per-device and organization Auto-Sync workflows

For help, email behrang@urbanloop.ai. Include app and Jamf versions, a description of the step that failed, and screenshots with secrets and personal data removed.

References

- [Jamf Pro managed app configuration](#)
- [Jamf School managed configurations](#)
- [Apple App Lock payload settings](#)

Publication URL: <https://docs.urbanloop.ai/guides/jamf-school-deployment.pdf>.