

# Roku SDK Documentation

Welcome to the Roku Software Development Kit (SDK) documentation. This section of our documentation is for programmers who intend to write a custom channel and deploy it to the Channel Store.

If you are not a programmer but a content provider or publisher, consider using [Direct Publisher](#) instead of the SDK documentation. No coding is required with Direct Publisher.

The SDK documentation describes how to create a channel available on the Channel Store running on a Roku device. Channels are written in [BrightScript](#), a scripting language that is easy to learn. This documentation contains information about BrightScript, its SceneGraph UI framework, tools and other resources.

To start learning how to develop a channel, read the [Developer Guide](#). It contains an overview of the Roku development environment and developer documentation.

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