

HbbTV Logo FAQs

What's the difference between the HbbTV Full Logo License Agreement and the HbbTV Logo Usage Policy?

The HbbTV Full Logo License Agreement is specifically intended for manufacturers of HbbTV receivers wishing to display the HbbTV Logo on the device itself or on its packaging. There is a fee for such usage and the agreement places certain obligations on the licensee (see below).

The HbbTV Logo Usage Policy is a more lightweight agreement to cover other uses of the HbbTV Logo, such as by broadcasters using HbbTV and by HbbTV technology vendors.

Any use of the HbbTV Logo must be covered by one of the two agreements as well as the HbbTV Logo Guidelines.

What are the HbbTV Logo Guidelines?

The HbbTV Logo Guidelines details a set of rules for the correct use HbbTV Logo in terms of physical characteristics such as size, colour, etc.

Where can I get the HbbTV Logo artwork from?

To obtain the Logo artwork your company must first agree to either the HbbTV Full Logo License Agreement or HbbTV Logo Usage Policy. Follow the procedure for agreeing these documents as described [here](#). As part of this procedure the access credentials for downloading the Logo artwork from the HbbTV website will be made available to you.

What are the requirements of the HbbTV Full Logo License Agreement?

For full details please refer to the agreement itself which can be obtained from HbbTV on request. In brief, the agreement requires the manufacturer to:

- Ensure that the device in question successfully passes all applicable test cases in the official HbbTV Test Suite. This can be achieved via two alternative routes:
 - In-house testing by the licensee if they have previously obtained the HbbTV Test Suite by signing the [HbbTV Test Suite License Agreement](#).
 - Third party testing by a [Registered Test Center](#).
- Archive a valid Test Report for the device that has been tested. In certain circumstances HbbTV may request the Test Report in the future.
- Make reasonable efforts to fix any issues that arise in the market and are found to result from the receiver not being compliant with the specification.

Agree to abide by a strict process used to evaluate the receiver's compliance in the event that a dispute arises over whether the receiver is compliant or not.

Is it possible to self-certify to use the HbbTV Logo on receivers?

Yes. Manufacturers wishing to display the HbbTV Logo on a device can self-test the receiver as long as they have licensed the HbbTV Test Suite and meet certain other conditions. Subject to this, they may then use the Logo in accordance with the terms of the HbbTV Full Logo License Agreement.

How is the use of the HbbTV Logo monitored?

There is an active compliance enforcement regime. Parties to the Full Logo License Agreement may have to provide a valid Test Report for the HbbTV device to a designated HbbTV body if:

- There is a complaint made by a third party that a device is not HbbTV compliant.
- If a possible interoperability issue is reported by a third party to HbbTV (for example by an HbbTV application provider or broadcaster)
- HbbTV makes a request to inspect the Test Report as part of its random, periodic audit program.

In the first two scenarios the affected parties are first encouraged to work together to resolve interoperability issues.

Are separate HbbTV Full Logo License Agreements required for each model of device we make?

No. The HbbTV Full Logo License Agreement allows the licensee to use the Logo on all models of devices produced by the licensee, so long as those models meet the requirements laid out in the HbbTV Full Logo License Agreement. Separate Test Reports have to be archived for each HbbTV receiver that isn't a derivative of a device that has previously been tested.

Do I have to re-test devices that are a simple variant of a previously tested device? Do I have to re-test firmware updates?

Not necessarily. Re-testing is not required for similar devices or firmware updates for a device (see the definition of Derivative Device in the Agreement) which the manufacturer can demonstrate do not vary from the originally certified device in a way that will impact the device's compliance.

Can I use the Logo on my device if my supplier (e.g. semi-conductor vendor or 3rd party design house) is a signatory to the HbbTV Full Logo License Agreement?

No. To use a Logo on a device the entity placing the logo on the device must itself be a signatory to the HbbTV Full Logo License Agreement.

Can I obtain a Test Report from my supplier (e.g. semi-conductor vendor or 3rd party design house) rather than self-test?

This is not possible if using the self-testing route. The entity carrying out the self-testing must be the one that signed the HbbTV Full Logo License Agreement (or an Associated Company).

It is possible under certain conditions to use a supplier's Test Report if you are using the Registered Test Center route and the supplier is itself a Registered Test Center. The Test Report must relate to your product or another product of which your product is a derivative.

Do I need to re-test my receiver if a new HbbTV Test Suite is released?

There is no requirement to re-test devices that are already in the market. When introducing a new device that cannot be considered a derivative device of one already on the market, the new device must pass the latest new HbbTV Test Suite. Similarly, when making a firmware update that includes substantial changes such that the updated device can no longer be considered a derivative device, it must be re-tested with the new HbbTV Test Suite. A device can be considered a derivative device if its differences will not affect the HbbTV compliance of the device and its ability to successfully pass the HbbTV Test Suite.

Is there a sunrise date when a new HbbTV Test Suite is released (i.e. a subsequent date when the new tests become mandatory to pass)?

There is no sunrise date after the release of a new Test Suite. Licensees are expected to pass the latest version of the Test Suite that is in force at the point of introduction a new device or firmware update requiring testing. Note that it is possible for manufacturers who are HbbTV members to gain early access to tests being introduced into the Test Suite by attendance at HbbTV testing events or by becoming a test reviewer as described [here](#).

What should I do if I suspect the HbbTV logo is being misused?

Please report the suspected logo misuse by completing the [HbbTV Logo Misuse Reporting](#) form and emailing it to the HbbTV Association administrator at <mailto:info@hbbtv.org>.

What should I do if I suspect a device does not comply with the HbbTV specification?

In the first instance you are encouraged to contact the manufacturer with details of the issue and resolve the issue directly with them. If this approach is not successful, please email the details of the device and the reasons why you believe it is non-compliant to the HbbTV Association administrator at info@hbbtv.org.