

HbbTV Logo Usage Policy

This policy describes the permitted uses of the HbbTV Logo ('Logo'). Additional rights may be granted under a separate HbbTV Logo Licence Agreement. The HbbTV Logo Usage Policy categorises the different types of parties that may use the Logo, along with the obligations of those parties. The HbbTV Logo Guidelines which are the rules for how the Logo shall be displayed, including physical characteristics such as colour and aspect ratio is available as a separate document.

Companies or person who may wish to use the HbbTV Logo may include HbbTV application providers (e.g. broadcasters, other organisations responsible for delivering HbbTV applications to receivers), technology and service providers (e.g. application developer, middleware provider, Registered Test Centres, tool provider) and manufacturers (e.g. STB manufacturers, TV manufacturers).

By using the Logo, all such companies or persons:

- shall be committed to work together in analyzing and solving any interoperability issue that may arise.
- acknowledge that, due to the nature of these issues, solving an interoperability issue may be time consuming and require co-operation between the parties involved.

The term "HbbTV" and the HbbTV Logo may be used:

(a) for general information purposes in printed material including but not limited to magazines, banners and web publications which in general inform about the HbbTV specification and its market state.

(b) by application providers to communicate the availability and details of their HbbTV compatible services under the following conditions:

- the Logo shall not be used within any graphics or video that forms part of the HbbTV application.
- the application provider shall make best efforts to ensure that their HbbTV services in the target market are successfully tested in close co-operation with device manufacturers before launching the HbbTV application.
- the application provider shall provide prompt updates of his applications, which includes HbbTV functionality, if these applications turn out to be not in line with the HbbTV specification (ETSI TS 102 796 v1.1.1 or a later version).

(c) by technology and/or service providers, to communicate the details of their HbbTV compatible technology and/or service under the following conditions:

- the technology and/or service provider shall make best efforts to ensure that their HbbTV technology and/or service in the target market is compliant with the HbbTV specification.

(d) by device manufacturers and their agents under the following conditions:

- the Logo shall not be placed on the device and/or its packaging.
- the Logo may only be used in printed material or web information.
- the manufacturer shall ensure that the HbbTV related part of his device is implemented according to ETSI TS 102 796 v1.1.1 (or a later version).

The Logo shall be used in accordance with the HbbTV Logo Guideline.

Any use of the logo not in alignment with this policy will be deemed to be a not permitted use of a trademark and the HbbTV Association may take appropriate legal action.

Note:

The HbbTV Logo file is made available on an “as is” basis.

The HbbTV Association does not make any representation or warranty, whether express or implied, as to the fitness for use for a particular purpose.

The HbbTV Association makes no representation or warranty that the HbbTV Logo files are error free.

Revision.

The HbbTV Association reserves the right to revise, with reasonable notice, the HbbTV Logo Usage Policy at any time. Such modified policy will be published on the HbbTV Website. It is the responsibility of the user of the HbbTV Logo to ensure that their use of the Logo is in compliance with the current version of the HbbTV Logo Usage Policy prior to the use of the Logo.