

The HbbTV Association and the AEDETI (Asociación Española de Empresas de TV Interactiva) were pleased to present the 5th HbbTV Symposium, Open for Business! which took place on October 18th and 19th 2016 in Madrid.

Featuring industry leaders and impressive keynotes, lectures and debates focusing on the hottest topics in broadcast and broadband TV, the HbbTV Symposium was the opportunity to network with more than 200 industry influencers. This Symposium is the most important gathering of decision makers in our Connected TV industry and is the premier HbbTV event. Attendees developed broad Hybrid TV insights through their engagement with expert presentations and panels focusing on topics of interest to the broadcast and broadband TV ecosystem.

[Full Program](#)

DAY ONE

[DOWNLOAD HERE ALL PRESENTATIONS AS ZIP FILE \(100MB\)](#)

KEYNOTE

[HbbTV and the connected consumer – where are we today:](#) Juergen Byony, *Global Director Consumer Electronics GfK*

Country Review

- [Asia / Singapore:](#) Anil Nihalani, *Head of Connected Media Mediacorp*
- [Spain:](#) Ignacio Gómez, *Innovation Director RTVE*
- [Scandinavia:](#) Erik Vold, *Senior Broadcast and IT Engineer NRK / Nordig*
- [ROW:](#) Régis Saint Girons, *Co Chairman Marketing group HbbTV*

Driving Top Line Revenues with HbbTV

- [TV is Digital:](#) Aisha Petter, *Director Sales & Marketing ProSiebenSat.1 Digital* and Heinrich von Hoessle, *Unit Director Addressable TV SevenOne Media*
- [Overview on the activities related to HbbTV during the launch of DVB-T2:](#) Torsten Schmidt, *Lead Architect OTT & Hybrid Services MediaBroadcast*
- [The Smart TV Alliance Intro and perspective:](#) Merwan Mereby, *President Smart TV Alliance & VP Global Connected Product Strategy and Business Development Panasonic*

Avertising

- [Monetization and advertising in HbbTV applications:](#) Petr Mazanec, *CTO Mautilus*
- [Interactive HbbTV advertising in Poland:](#) Pawel Tutka, *HbbTV expert Hydra.tv*
- [The imperative for addressable advertising in free-to-air TV and the role of HbbTV:](#) Matthew Huntington, *CTO Freesat*
- [Innovative HbbTV advertisement cases:](#) Mikko Karppinen, *Director Icareus*

King of Mountain for TV Apps: HbbTV, Android, iOS

- [Broadcaster Perspective:](#) Gonzalo Rielo, *Jefe de Tecnología Atresmedia Digital*
- [Standards driven development: How standards convergence and conformance is critical to the evolution of TV services:](#) Paul Capron, *Senior Technical Architect BBC*
- [Developer Perspective:](#) Cristina Garcés, *CEO Optiva Media*
- [Wave Initiative:](#) Jon Piesing, *Director Standardisation TP Vision*

DAY TWO

KEYNOTE

[Vision for HbbTV:](#) Dr. Klaus Illgner-Fehns, *HbbTV Chairman – IRT CEO*

Adopting HbbTV 2.0: Insights, Lessons & Considerations

- [Delivering a personalized user experience using HbbTV:](#) Michael Barroco, *Senior Project Manager, Technology & Innovation EBU*
- [Update on ITV's plans using HbbTV 2:](#) Clive Santamaria, *Chief Architect ITV*
- [HbbTV2.0 CS and Media Synchronization implementation lessons learned:](#) Louay Bassbous, *Senior Project Manager Frauenhofer FOKUS*
- [Enabling Successful OTT Deployment in HbbTV:](#) Andy Hickman, *CEO Eurofins*

OpApps: HbbTV as an Opportunity For Operators

- [HbbTV Update & Roadmap: OpApp:](#) Jon Piesing, *Director Standardisation TP Vision*
- [The Power of the Operator App:](#) Matthew Huntington, *CTO Freesat*
- [HbbTV & Operators: Latest Updates & Innovations:](#) Oliver Friedrich, *Senior Expert New Media Deutsche Telekom*

Harnessing the Power of Big Data

- [Big Data Analytics for audience measurement and to personalize TV Services:](#) Jordi Gilabert, *Founder and CEO Konodrac*

- [How HbbTV will improve your audience knowledge – CCMA Big Data Experiences:](#) Francesc Mas, *Project Manager CCMA*

Interoperability: How to reach 43M Homes with your HbbTV App

- [Improving Interoperability Task Force:](#) Dr. Bob Campbell, *Chairman HbbTV Improving Interoperability Task Force*
- [A new way of testing pilot formats with HbbTV:](#) Lars Friedrichs, *Director TeraVolt* and Claudia Krauss, *Project Manager ProSiebenSat.1 Group Special Project Office*
- [Multi-DRM Backends:](#) Stefan Pham, *Scientist and Project Manager R&D Fraunhofer FOKUS*
- [Freeview Play: Automating and streamlining conformance for a growing platform:](#) Alex Russell, *Head of Conformance Digital UK*
- [Unifying video delivery with software defined video and MPEG-DASH:](#) Mark Horchler, *Sr. International Marketing Manager EMEA Elemental*