



PRESS RELEASE

NorDig releases a HbbTV Addendum (succeeding DVB MHP as NorDig's API)

NorDig has specified common API for interactive services for advanced IRDs (Integrated Receiver and Decoder), now referred to as *hybrid IRDs* (previously referred to as Enhanced or Interactive IRDs). From now NorDig hybrid IRDs will be based on the *Hybrid Broadcast Broadband TV* (HbbTV) and succeeding DVB MHP as NorDig previous chosen API. The HbbTV aims to harmonize the classical broadcast (terrestrial, cable and satellite) and broadband delivery of entertainment to the end consumer through connected IRDs (see <http://www.hbbtv.org/>). The chairman of the NorDigT sub-group is Peter Mølsted from DR (Danish Broadcasting Corporation) and the work has been done with great support from the receiver manufacture industry.

NorDig is specifying a common platform for Digital Television to be used within the Nordic region (Denmark, Finland, Iceland, Norway and Sweden) and Éire. NorDig's minimum requirements for HbbTV implementation is initially placed as separate addendum to NorDig Unified IRD specification (v2.2.1 and) v2.3 and is based it on the HbbTV version 1.1.1. NorDig's HbbTV requirements is however planned to included into main NorDig Unified IRD specification in the next release of the specification.

The HbbTV specification has been approved by ETSI (ETSI TS 102 796) and is based on existing standards and web technologies including OIPF (Open IPTV Forum), CEA, DVB and W3C. HbbTV provides the features and functionality required to deliver more advanced TV services and experiences for the future, typically areas are to replace the old EBU Teletext with a "superteletext", catch-up tv and on-demand services and other internet services with often a combination of classical broadcast and broadband delivery to the viewers. Utilizing standard Internet technology it enables faster and easier application development for the broadcasters.

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For more information and download of specification: <http://www.nordig.org/>
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4th of April 2012