

# HbbTV Value Creation

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# HbbTV in Poland

## HbbTV apps available on TV channels:

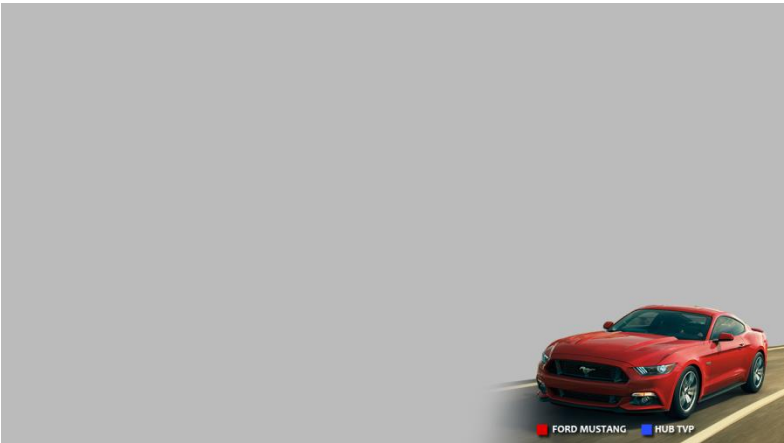


## HbbTV tests / HbbTV signaling available on TV channels in DVB-T:

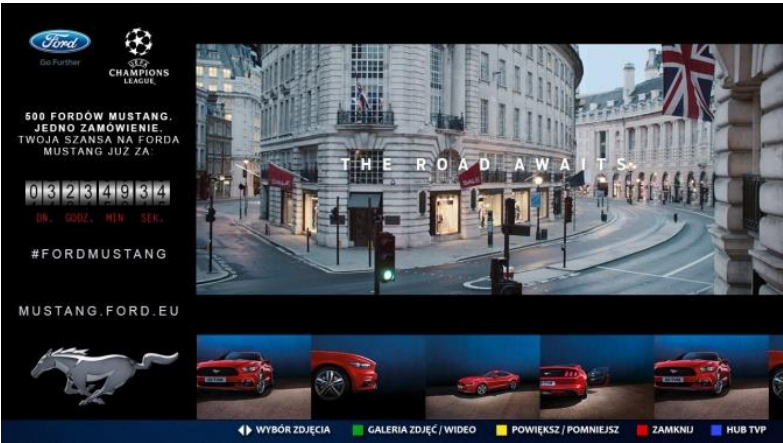


# HbbTV interactive advertising

## Ford Mustang



HbbTV teaser



Branded video player with countdown time to start ordering via website for new Ford Mustang in Poland



Product photo gallery



QR code used in this HbbTV app



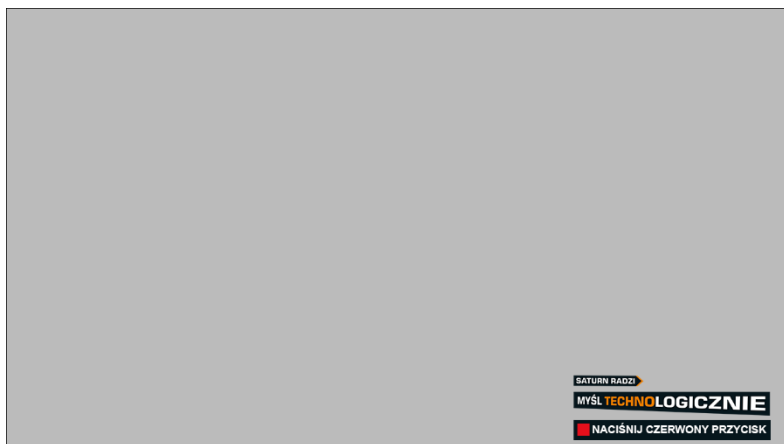
Product photo gallery



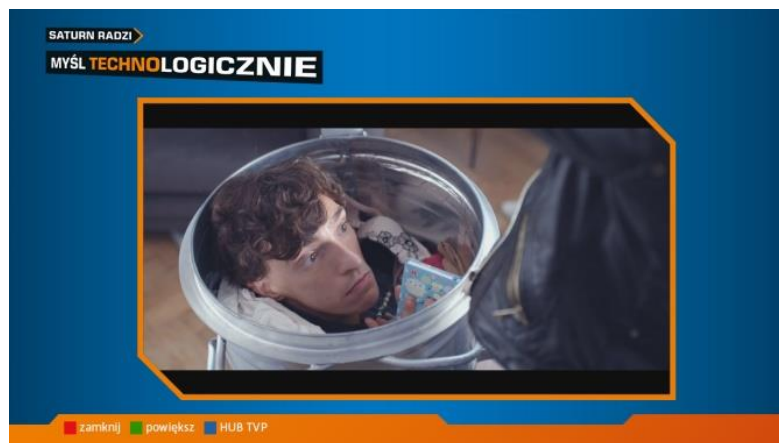
Video player in Full screen mode

# HbbTV interactive advertising

Saturn



HbbTV teaser



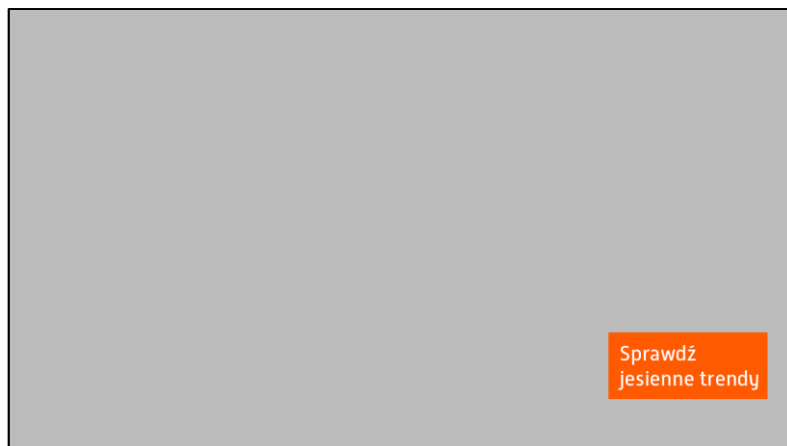
Branded video player with 30 sec. commercial TV spot



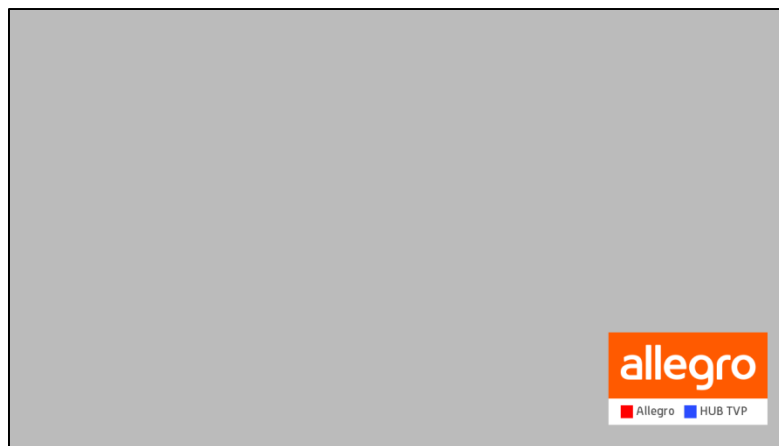
Video player in full Screen mode

# HbbTV interactive advertising

Allegro



HbbTV teaser (first scene)



HbbTV teaser (second scene)



Allegro – Interactive advertising menu



Allegro – Interactive advertising menu



Allegro – Product details

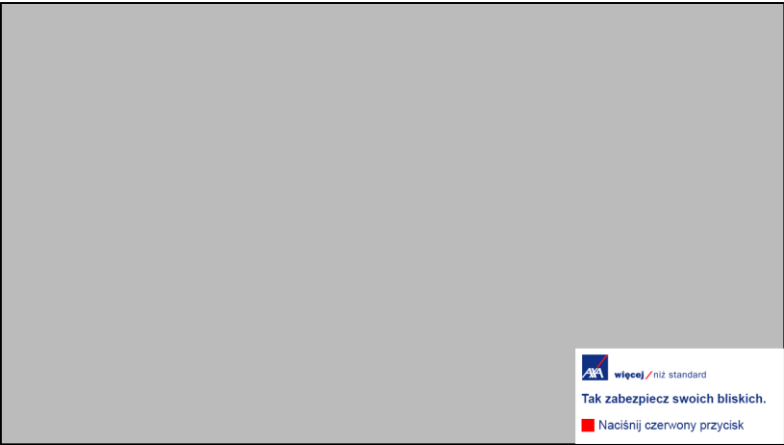


Allegro – Product details



# HbbTV interactive advertising

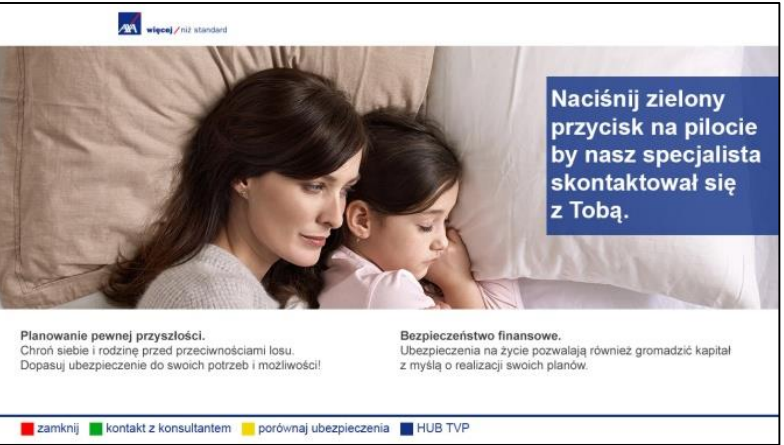
AXA



HbbTV teaser



Interactive advertising menu



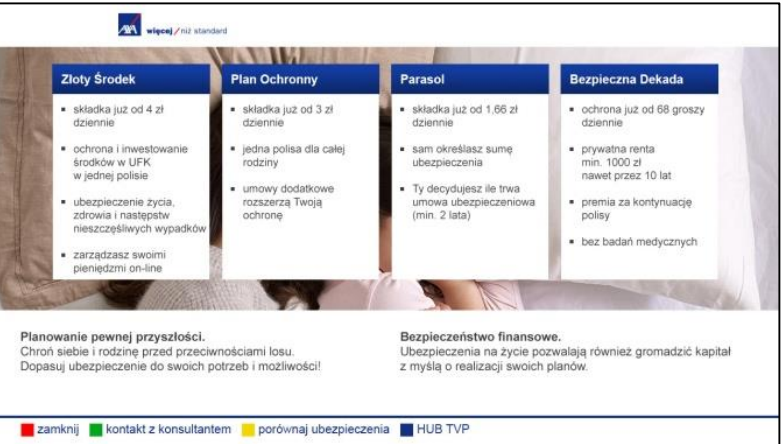
Interactive advertising menu with additional information about using green button in this app.



Contact form to leave a mobile phone number



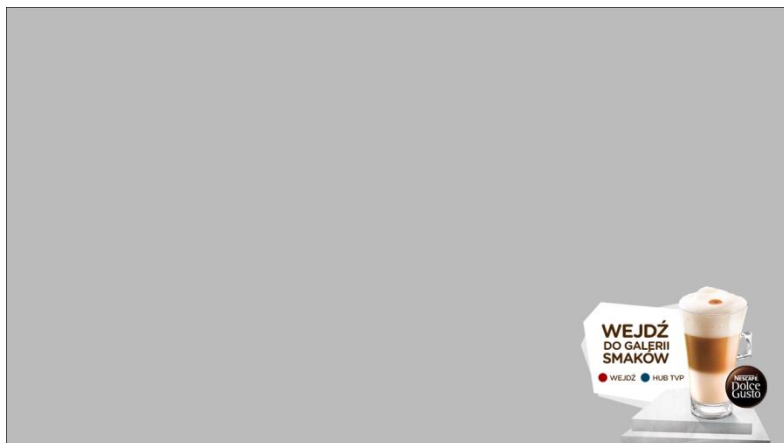
Contact form to leave a mobile phone number



Comparison of insurance offers

# HbbTV interactive advertising

## Nescafe Dolce Gusto (1)



HbbTV teaser



Interactive advertising menu



Interactive advertising menu



Interactive advertising menu (select cafe)



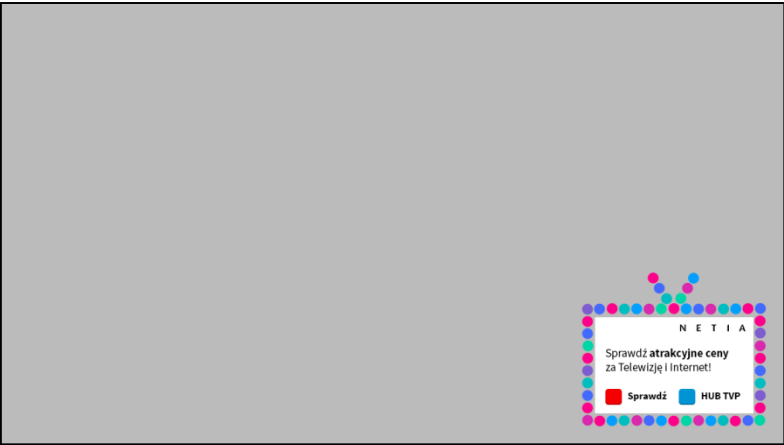
Product details with a movie



Product details with a movie

# HbbTV interactive advertising

Netia



HbbTV teaser



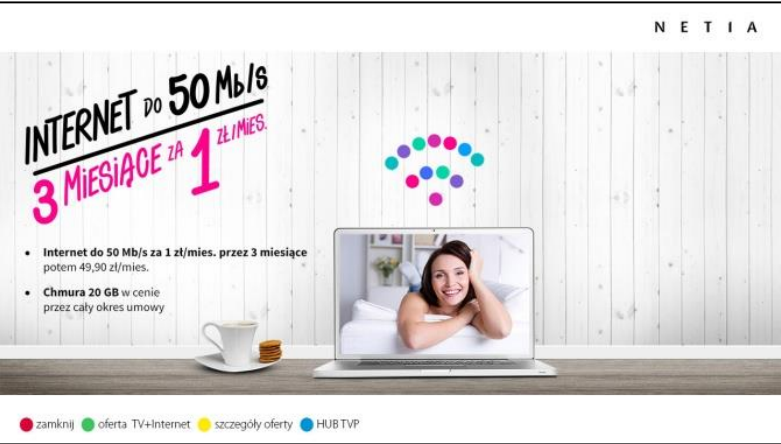
Interactive advertising menu



Interactive advertising menu



Advertising promotion regulations



Interactive advertising menu



Contact form to leave a mobile phone number



# HbbTV interactive advertising

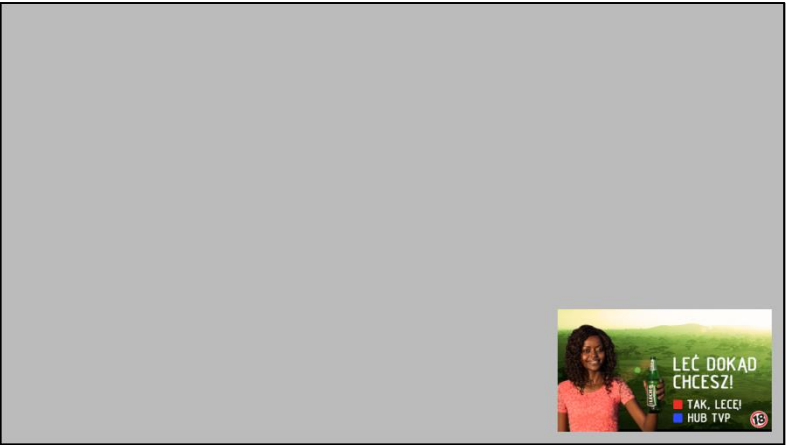
Lech Premium



HbbTV teaser 1 / 6



HbbTV teaser 2 / 6



HbbTV teaser 3 / 6



Interactive advertising video player



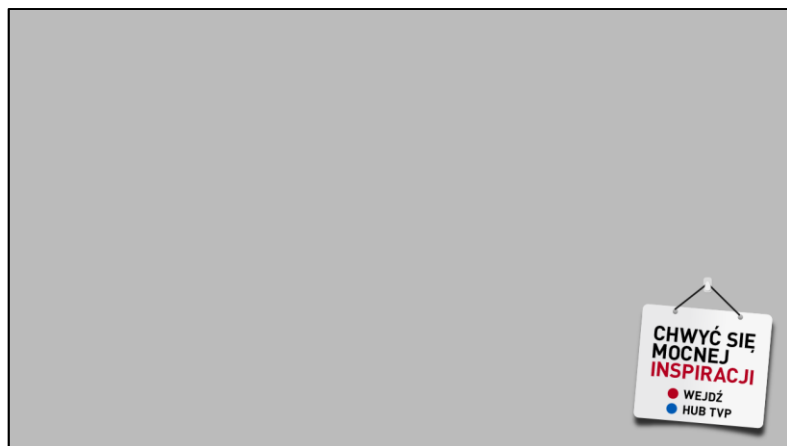
Interactive advertising video player



Interactive advertising video player

# HbbTV interactive advertising

3M Command



HbbTV teaser



Interactive menu



Dedicated video player



Tips for using 3M Command strips



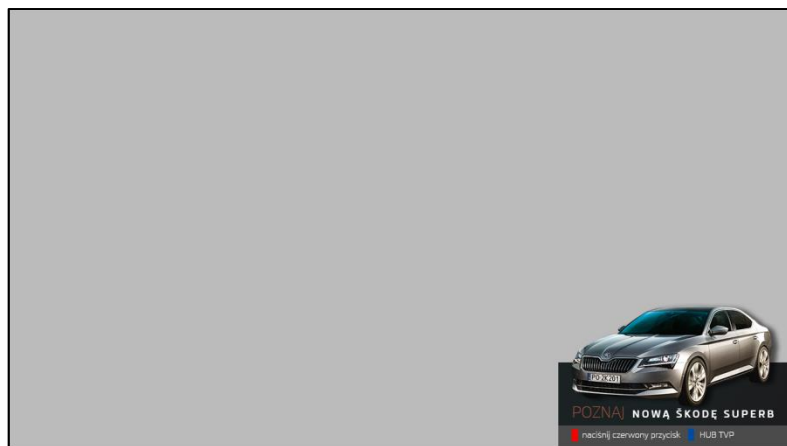
Information about in stores promotion



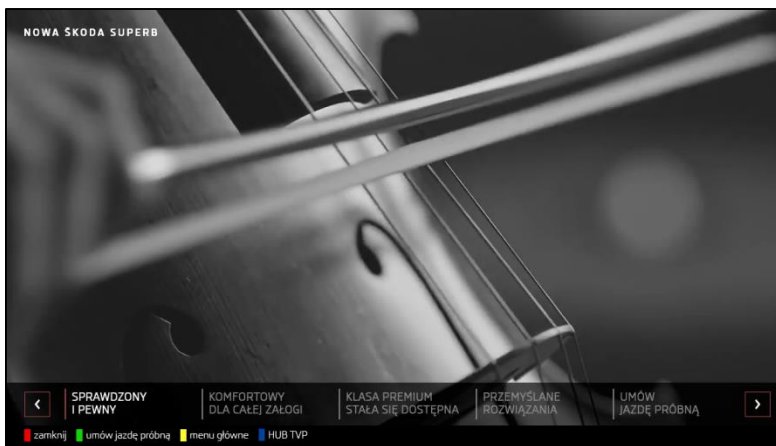
Tips for using 3M Command strips

# HbbTV interactive advertising

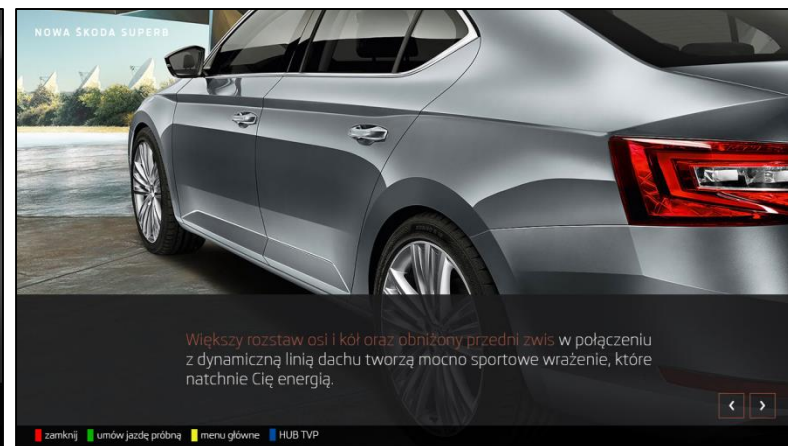
## Skoda Superb



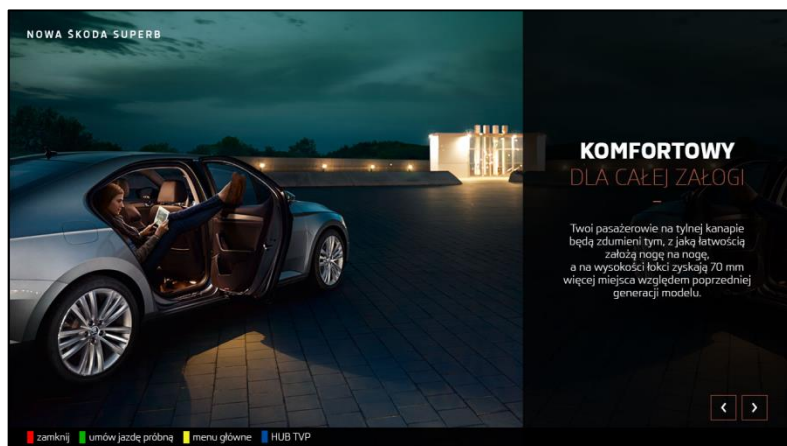
HbbTV teaser



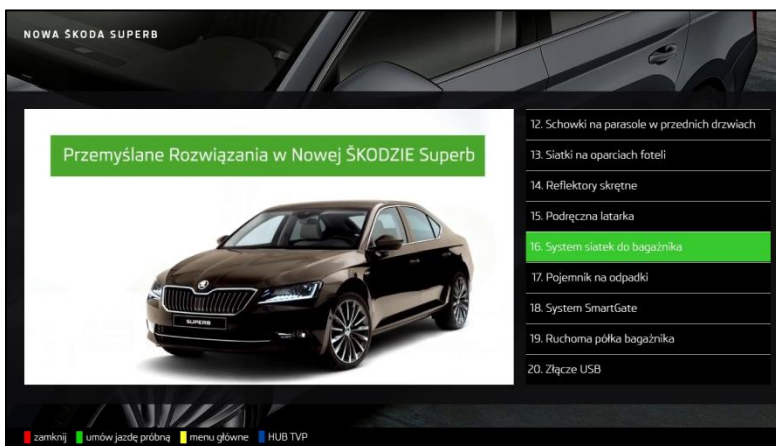
Interactive menu with video background



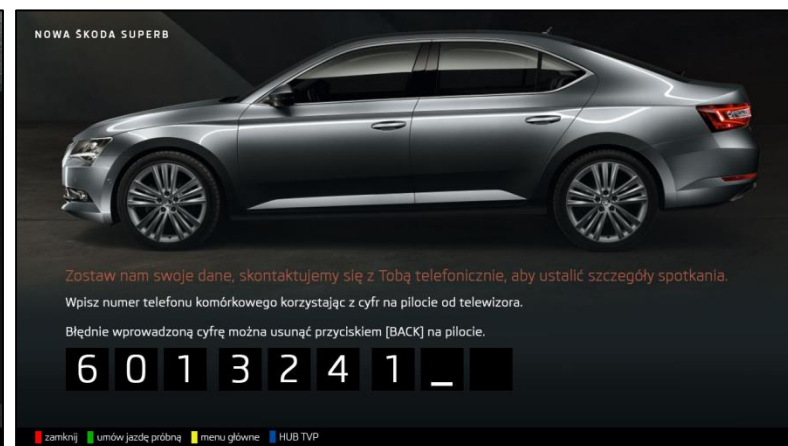
More details about car



More details about car



Interactive video player with short movies

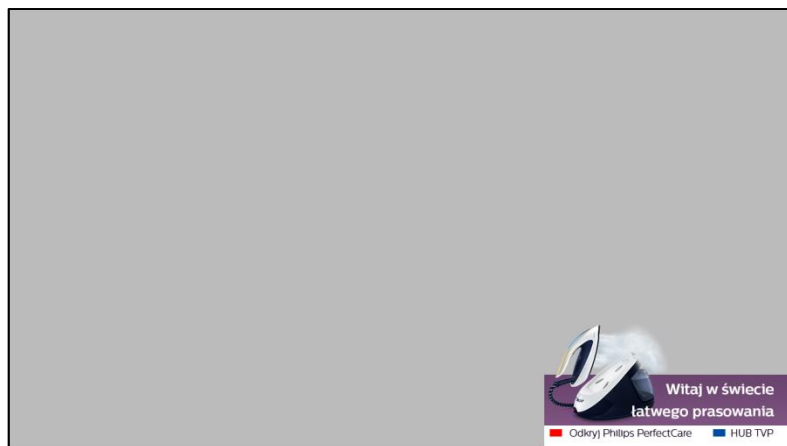


Contact form for mobile phone number



# HbbTV interactive advertising

## Philips PerfectCare



Philips PerfectCare – HbbTV teaser



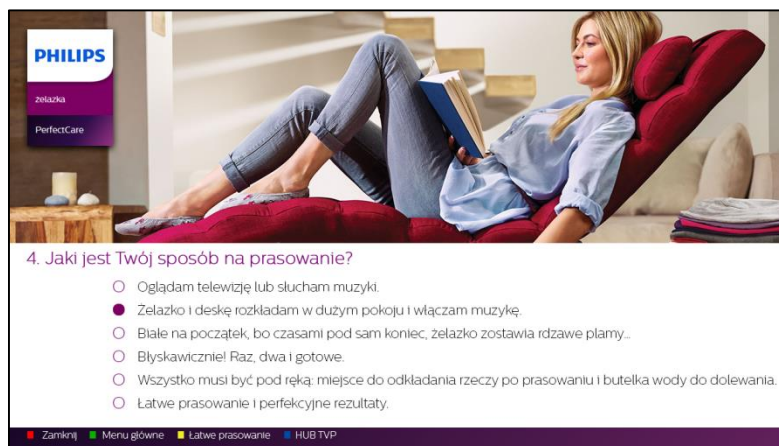
Philips PerfectCare – Interactive menu



Philips PerfectCare – Tips for ironing



Philips PerfectCare – Second menu to select Philips product



Philips PerfectCare – Interactive Quiz do select best iron

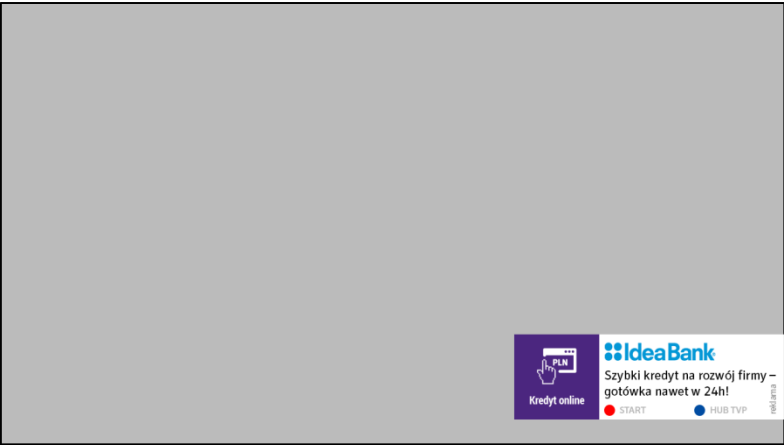


Philips PerfectCare – Information about in stores promotion

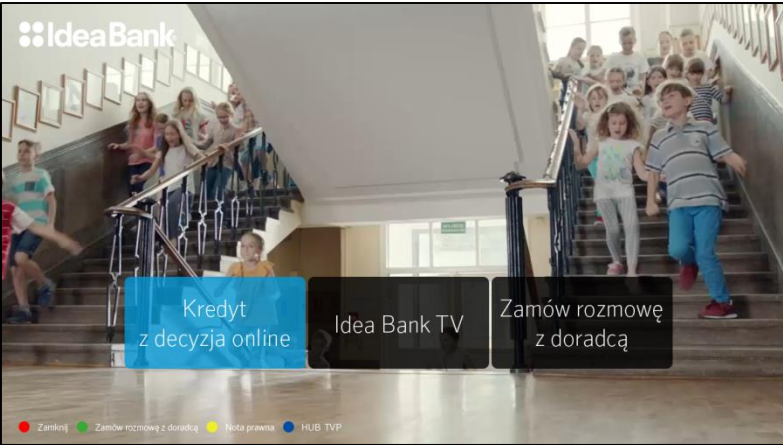


# HbbTV interactive advertising

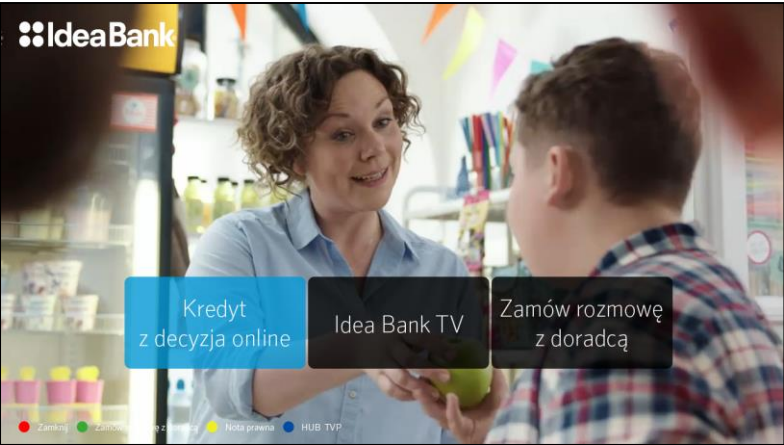
Idea Bank



HbbTV teaser



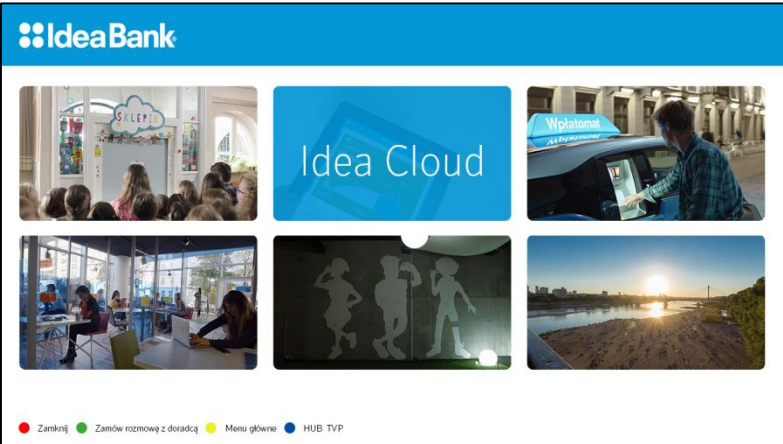
Interactive menu with video background



Interactive menu with video background



More information about the promoted credit for companies



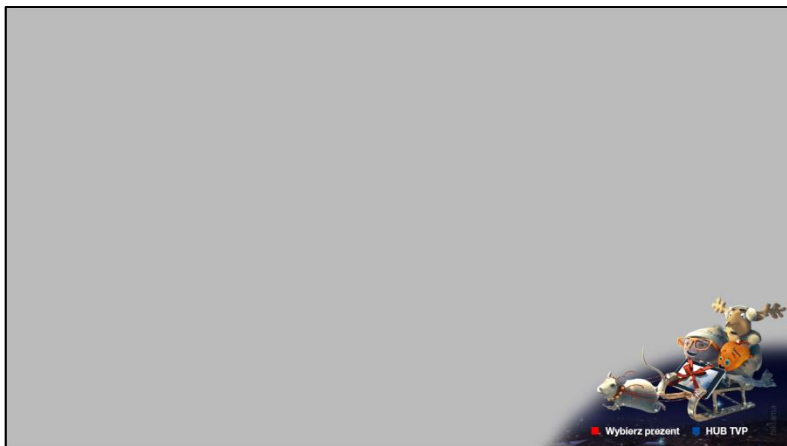
Idea Bank TV – micro VOD zone



Contact form for mobile phone number

# HbbTV interactive advertising

Orange



HbbTV teaser



Introduction with countdown of days until Christmas



Interactive menu with products carousel



More information about the selected product



Branded video player

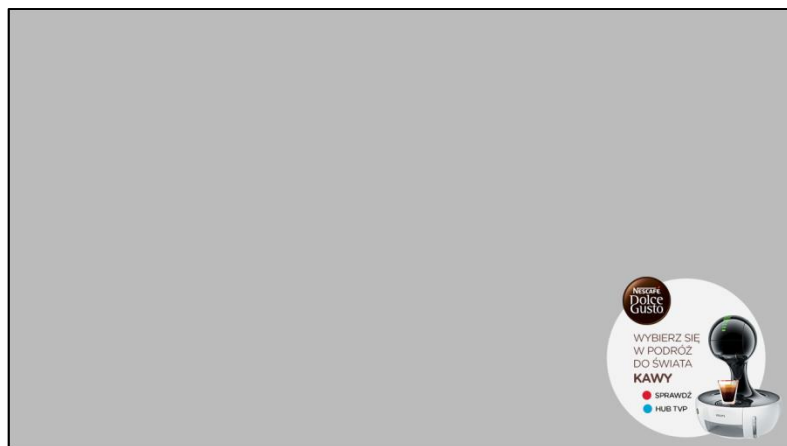


Disclaimer



# HbbTV interactive advertising

## Nescafe Dolce Gusto (2)



HbbTV teaser



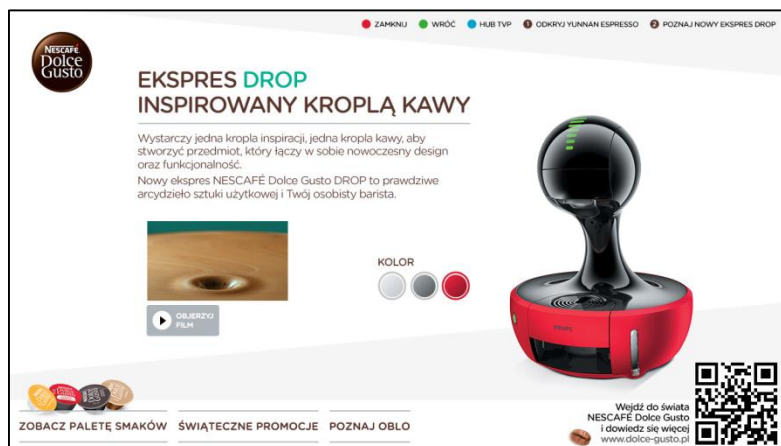
Interactive main menu



More information about the coffee and promotion video on demand



Second interactive menu



Additional information about the coffee machine and promotion video on demand



Information about in-store promotions

# TV portal

## Platforma hybrydowa TVP



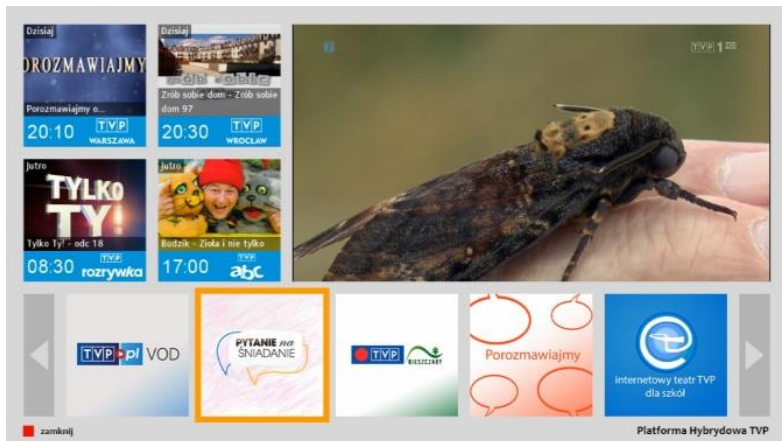
HbbTV app teaser



HUB TVP 2015



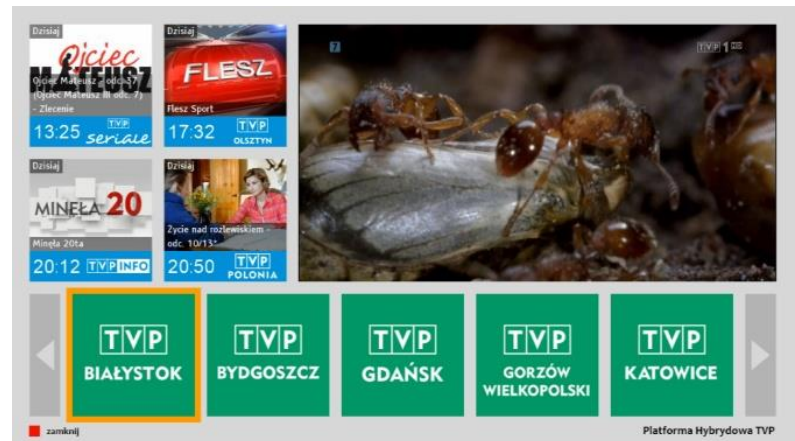
HUB TVP 2015



HUB TVP 2015



HUB TVP 2015

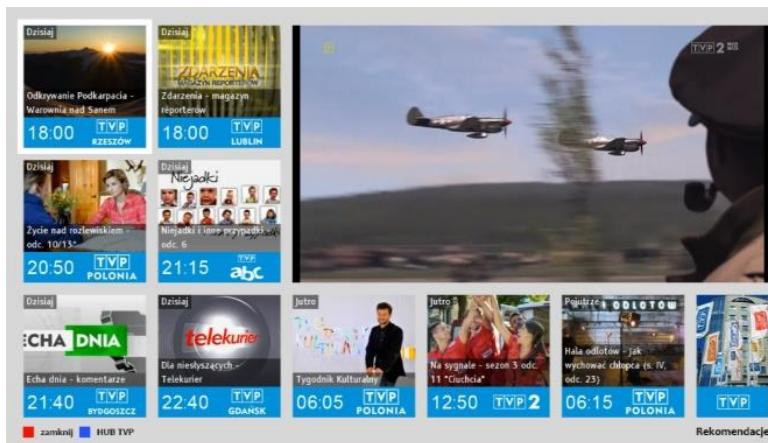


HUB TVP 2015



# Recommendation system

TVP



TV recommendations



TV recommendations



TV recommendations



TV recommendations



TV recommendations



TV recommendations



# HbbTV app for sport events

Brasil 2014



Brasil 2014 – HbbTV teaser



Brasil 2014 – video menu



Brasil 2014



Brasil 2014 – live statistics



Brasil 2014



Brasil 2014



# Virtual TV channels in HbbTV

## Live TV streaming via HbTV in TV



Virtual TV channel: 25 Years of Freedom



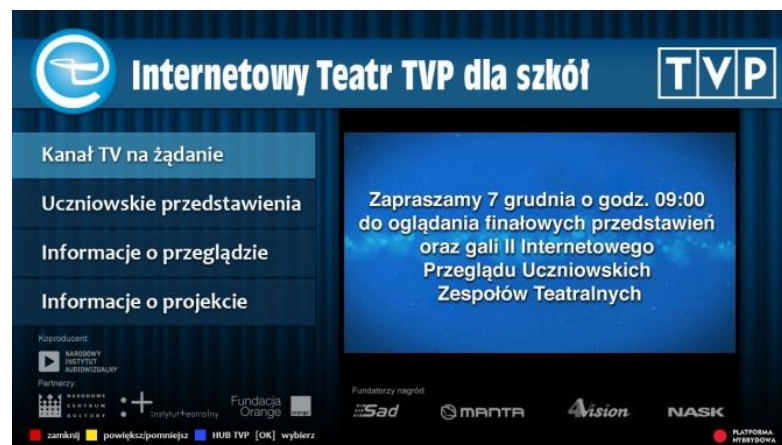
Regional TVP – Following the footsteps of John Paul II



Regional TVP – Following the footsteps of John Paul II



Online TVP Theatre for Schools – HbbTV teaser



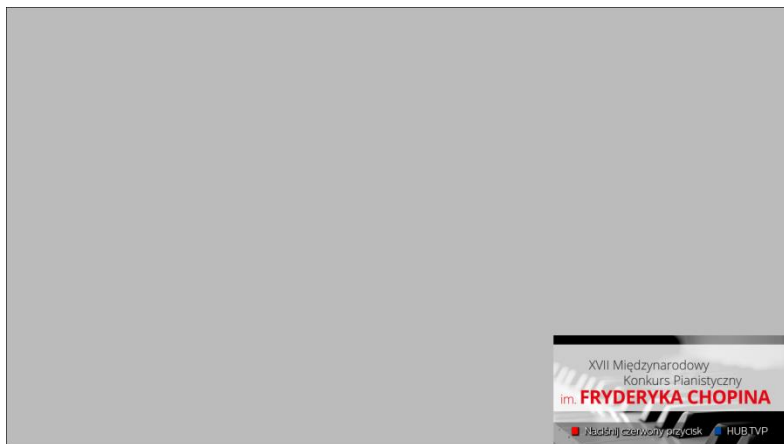
Online TVP Theatre for Schools – menu + live streaming



Online TVP Theatre for Schools – micro VOD

# Virtual TV channel in HbbTV

## Chopin competition 2015



HbbTV teaser



Virtual TV channel (streaming + micro EPG)



Video on demand from this event



Video on demand from this event



Video on demand from this event

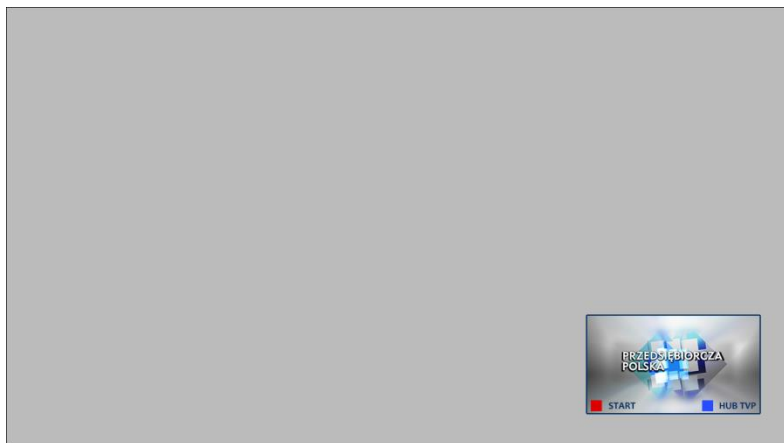


Played video in full screen mode



# Micro VOD app

PARP



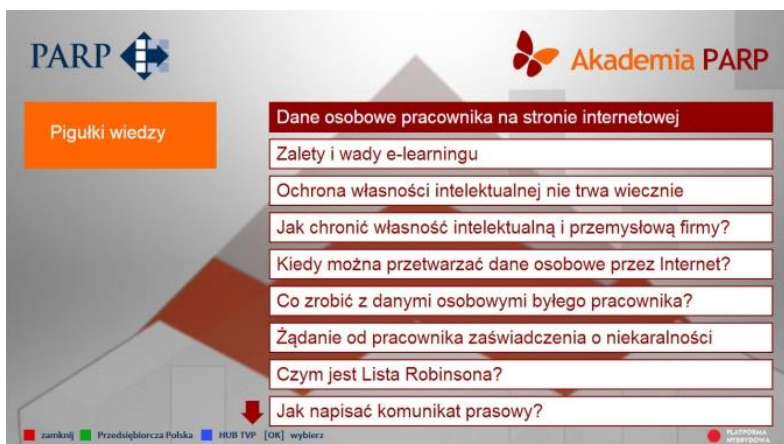
HbbTV teaser



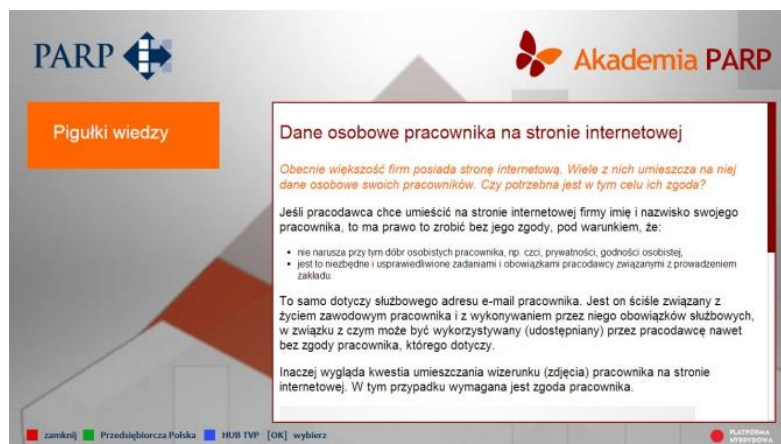
Micro VOD



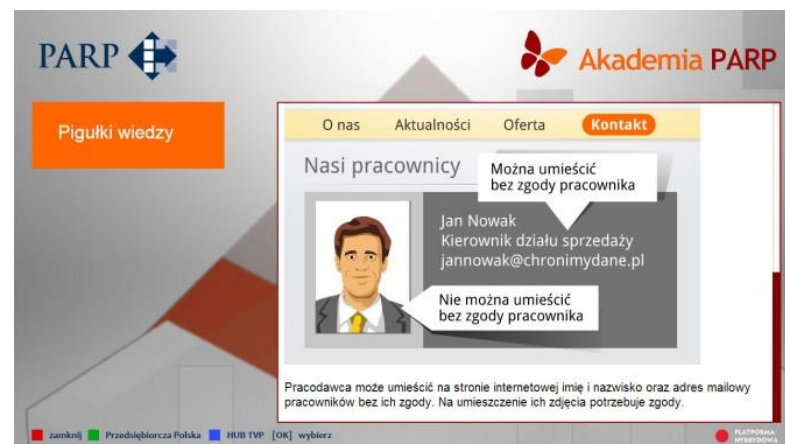
Micro VOD



pills of knowledge



pills of knowledge



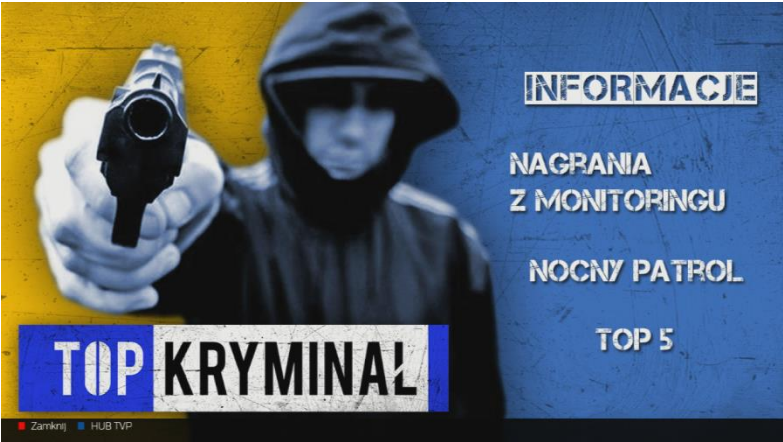
pills of knowledge

# Micro VOD app

## Top Crime



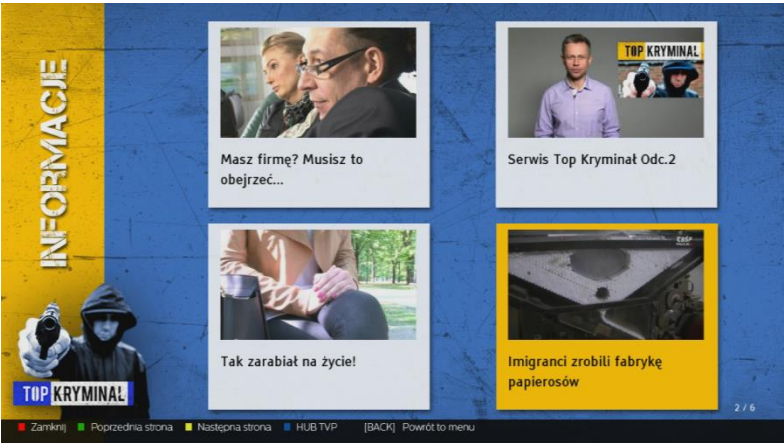
HbbTV teaser



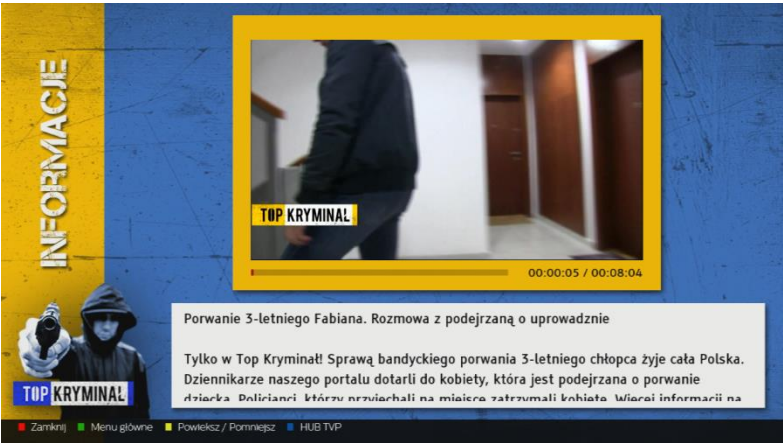
Interactive menu



Interactive menu



Video on demand



Video on demand



Video on demand



# Tourist HbbTV app

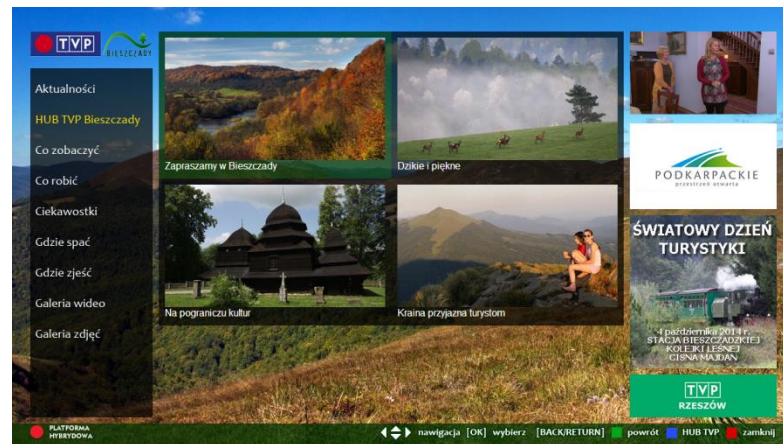
## TVP Bieszczady



HbbTV teaser



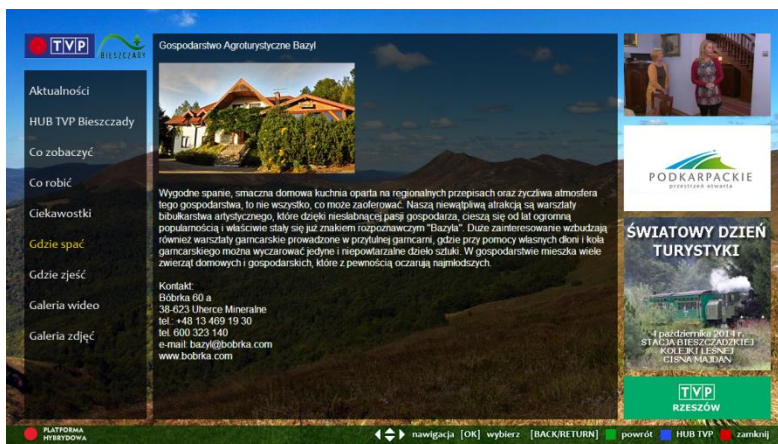
Interactive menu



Tourist attraction in Bieszczady mountain



Accommodation in Bieszczady



Accommodation – contact details



Photo gallery with HD quality pictures

# E-learning HbbTV app

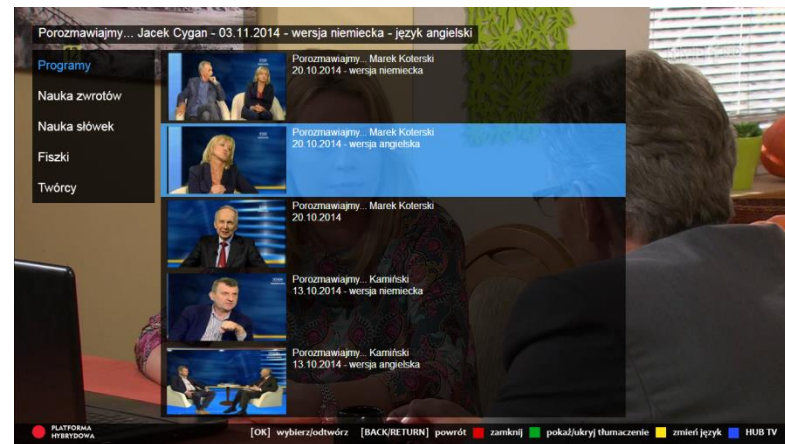
Let's talk...



HbbTV teaser



Interactive menu



Select TV show from VOD menu





# App for Quizzes on live TV

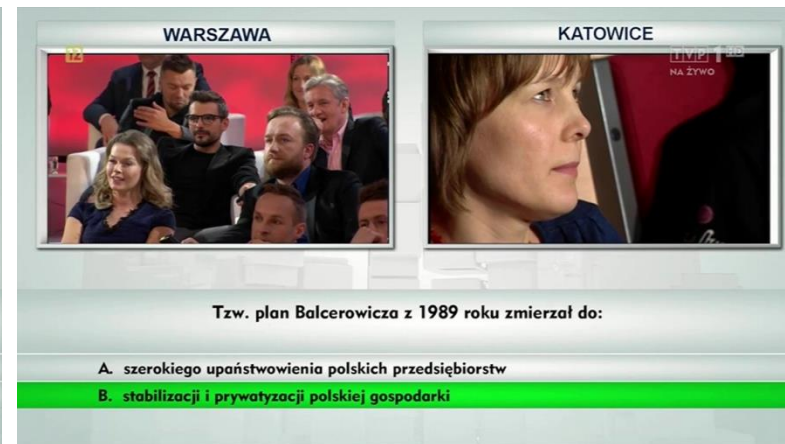
## Big Test in TVP



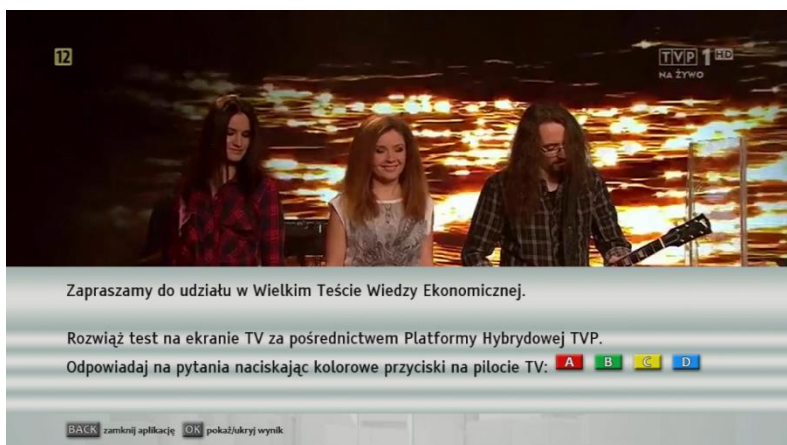
Live TV on TV devices without HbbTV



Live TV on TV devices without HbbTV - first question



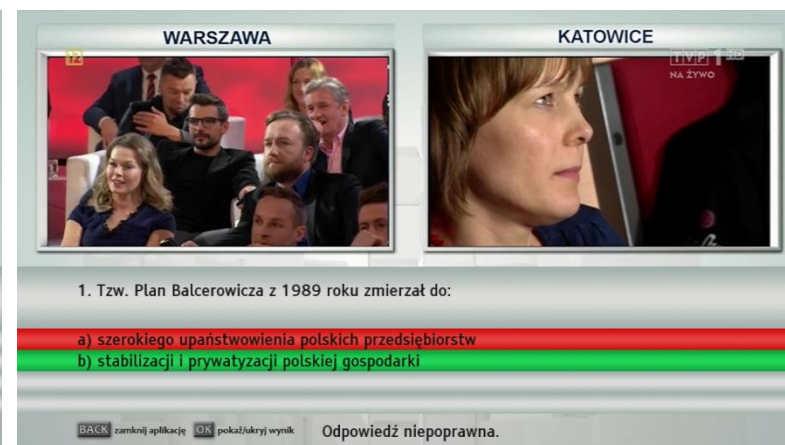
Live TV on TV devices without HbbTV – answer for question



Live TV on TV with HbbTV. Overlay graphics with info about using colour keys in HbbTV app.



Live TV on TV with HbbTV. Overlay graphics with first question.



Live TV on TV with HbbTV. Overlay graphics with information about bad answer for this question.

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