



# From MHP To HbbTV

*The Italian Case*

**Angelo Pettazzi**

*On behalf of HD Forum Italia*

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## *Presentation Agenda*

- HD Forum Italia
- The market overview:
  - Major Broadcasters and Operators
  - Connectable device penetration
  - Broadcasters and Operator OTT services
- The migration market request:
  - HbbTV - HDFI working group
    - The business requests
    - The working group outcome
  - Managing the gap

- **HD Forum Italia** is an association established to promote, support and disseminate the use of audiovisual and multimedia content, High Definition, Ultra High Definition and 3D products and technologies and any other emerging audiovisual solutions
- **Established in 2006**, HD Forum Italia embraces interests from the TV industry: producers, content providers and aggregators, broadcasters, network operators, research institutes and laboratories, equipment manufacturers and distributors, representatives of institutions.
- It is organized in **Working Groups** that, periodically, defines and profiles technical specifications that are published in **HD Books** directed towards the industry.

## HD Forum Italia - Who We Are



Official Partner





## The Italian Market - Major Broadcasters and Operator

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- **Rai**
  - The public service broadcaster
- **Mediaset**
  - The major commercial broadcaster offering FTA and PayTV services
- **Sky**
  - The Italian branch of the pan-european satellite broadcaster offering PayTV and FTA services
- **La7**
  - The commercial broadcaster, owned by Cairo Communication, offering FTA services
- **Tivù**
  - A joint venture founded in October 2008 by **Rai, Mediaset and Telecom Italia Media** to offer value added services to their members (e.g. EPG, platform services).
  - Tivù, through specific agreements with Manufacturers, has set up an horizontal platform - called **tivùon!** - offering to their members and third party SPs a secure and controlled environment to deliver valued OTT services to viewers.

## The Italian Market - An Overview of Connectable Devices

- Various kind of connectable device with different capabilities:
  - **Smart TV** (based on Manufacturers proprietary technologies)
  - **DGTVi Gold** (based on DVB-MHP, DASH since 2013 models, no DRM, no app security)
  - **tivùon!** (DGTVi Gold features plus Marlin CENC-compliant DRM, DASH, broadband app security with Tivù certificates)
- **Addressable market**  
(GfK sellout data internal elaboration, cumulated to end 2014)

Tipologia	Sell out	
Smart TV	4.272.000	
Gold label TV & STB	3.950.000	
tivuon! TV & STB	1.000.000	

## The Italian Market - An Overview of OTT Services - RAI



RAI offers the following free services to their viewers; namely:

- **RAI Replay** - a free catch up of previous 7 days programming;
- **TGR**, a free catch up of regional news and regional weather report;
- **RaiSport**, a free catch up of sport news;
- **RaiNews**, an on line news magazine with a selection of news video gallery.

These services are available on DGTVi gold and tivùon! labeled receivers and “Rai Replay” even on LG and Samsung smart TVs.





# The Italian Market - An Overview of OTT Services - RAI



RAI Replay - a free catch up of previous 7 days programming

legenda

- disponibile
- disponibile a breve
- non disponibile

	ieri	MAR 6 MAG	LUN 5 MAG	DOM 4 MAG	SAB 3 MAG	VEN 2 MAG	GIO 1 MAG
Rai 1		23:55 Tg 2					
		21:10 The Voice of Italy					
Rai 2		21:00 LOL :-)					
		20:30 TG2					
		19:35 Squadra Speciale Cobra 11 - La spia senza ...					
Rai 3		18:45 Squadra Speciale Cobra 11 - Senza traccia					
		18:15 TG2					
Rai 5		17:50 TG Sport					
		17:45 TG2 Flash L.I.S.					
Rai Premium		16:55 The Good Wife - Infamia					
		16:15 The Good Wife - Una scelta difficile					

Durata: 2m

Il Tg2. Un appuntamento con l'attualità dell'ultimo minuto, gli approfondimenti, la cronaca.

back elenco giorni

seleziona programma

ok conferma

ultimi selezionati

exit fine



... and LG and Samsung Smart TVs



# The Italian Market - An Overview of OTT Services - RAI



TGR, a free catch up of regional news and regional weather report



RaiSport, a free catch up of sport news programs

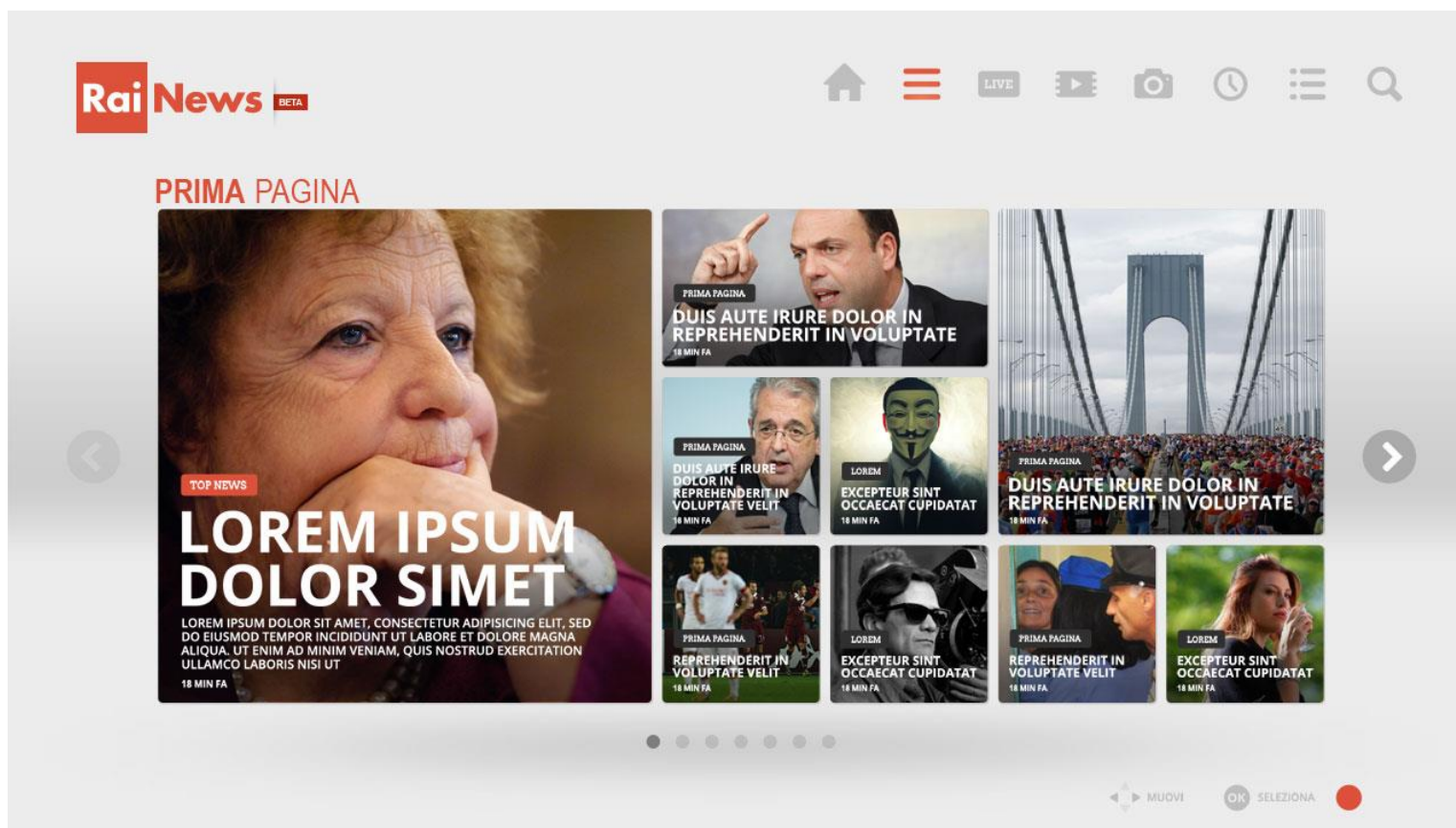




# The Italian Market - An Overview of OTT Services - RAI



RaiNews, on line news magazine with a selection of news video gallery



## The Italian Market - An Overview of OTT Services - Mediaset



 **MEDIASET** Mediaset offer a combination of free and pay services to their viewers; namely:

- **Mediaset on Demand** - free catch up TV of previous 7 days programming;
- **Infinity** - a subscription VOD catalogue;
- **Premium PLAY** - a value added service always included for MP pay TV subscribers featuring linear channels/events and a VOD catalogue;
- **Premium ONLINE** - a MP pay TV lite linear and non linear offer

These services are available on ...

# The Italian Market - An Overview of OTT Services - Mediaset

 **MEDIASET** ... available on the following devices:

	Mediaset On Demand	Infinity	Premium PLAY	Premium ONLINE
<b>Smart TV</b>	<b>LG</b> (link to native MHP app)	<b>Samsung, LG, Sony, Panasonic</b>	<b>Samsung,</b> (Sony and Panasonic soon), <b>MP Smart CAM</b>	<b>Samsung</b> (Sony and Panasonic soon)
<b>DGTVi Gold Label</b> 	<b>STBs</b> Various brands (SD only, best effort, no content/app protection)	<b>STBs</b> Various brands (HLS, Nagra PRM)	<b>STBs</b> MP and other brands (HLS, Nagra PRM)	<b>STBs</b> MP and other brands (HLS, Nagra PRM)
 <b>tivùon!</b>	<b>LG</b> (DVB-DASH, CENC, Broadband App Security)	<b>LG</b> (DVB-DASH, CENC, Broadband App Security)	<b>LG</b> (DVB-DASH, CENC, Broadband App Security)	<b>LG</b> (soon)

# The Italian Market - An Overview of OTT Services - Mediaset



Mediaset On Demand - The TV set version of web and mobile 7 days catch up TV service





# The Italian Market - An Overview of OTT Services - Mediaset



## Infinity - A stand alone subscription VOD catalogue

- AREA UTENTE
- CERCA
- IN PRIMO PIANO >**
- CINEMA
- SERIE
- PROGRAMMI TV
- BAMBINI
- A NOLEGGIO
- STAVI VEDENDO
- PREFERITI
- NOLEGGIATI

**CINEMA**

★★★★★ ★★★★★ ★★★★★ ★★★★★ ★★★★★ ★★★★★ ★★★★★

**SERIE TV**

★★★★★ ★★★★★ ★★★★★ ★★★★★ ★★★★★ ★★★★★ ★★★★★

**A NOLEGGIO**



# The Italian Market - An Overview of OTT Services - Mediaset



Premium PLAY - for MP subscribers featuring linear channels/events and a VOD catalogue

**PREMIUM  
PLAY**

CERCA  
PREFERITI

**IN PRIMO PIANO >**

CINEMA  
SERIE TV  
ALTRO  
A NOLEGGIO

AREA UTENTE

TI POTREBBERO PIACERE

ULTIMI ARRIVI

CONSIGLIATI DALLA REDAZIONE







## Premium ONLINE - a MP pay TV lite linear and non linear offer

**PREMIUM  
ONLINE**


CERCA  
PREFERITI


**IN PRIMO PIANO >**


CATALOGO  
CANALI TV


AREA UTENTE


**ULTIMI ARRIVI**


  
★★★★★


  
★★★★★

  
★★★★★


  
★★★★★


  
★★★★★


  
★★★★★


  
★★★★★


**I PIÙ VISTI**


  
★★★★★


  
★★★★★

  
★★★★★


  
★★★★★


  
★★★★★


  
★★★★★


  
★★★★★


**CONSIGLIATI DALLA REDAZIONE**



















# The Italian Market - An Overview of OTT Services - La7



La 7 On Demand - a free, 7 days catch up TV service



PREDISPOSTO  
PER TV DIGITALE IN CHIARO,  
PAY E SERVIZI INTERATTIVI\*.  
\*CONSULTA LA LISTA SUL SITO WWW.DGTV.TV



### tivùon! from Tivù

- A new, soon to be launched, Tivù service agreed with Rai, Mediaset and La7;
- It is a broadcasters' coo-petitive “EPG and catch up TV” service;
- A unique interactive proposition, shared alongside Rai, Mediaset and La7 channels lineup, to offer an organized EPG and the respective broadcasters' catch up TV programs to viewers.



# The Italian Market - An Overview of OTT Services - Tivù

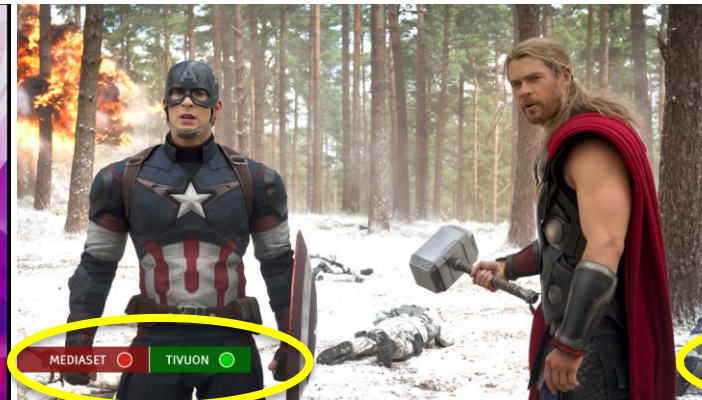


## tivùon! from Tivù - Access to tivùon! service

Rai channels call-to-action



Mediaset channels call-to-action



La7 channels call-to-action



tivùon!

... pressing the green remote control button ...



# The Italian Market - An Overview of OTT Services - Tivù



tivùon! from Tivù - ~~Public Service~~ Up TV programs

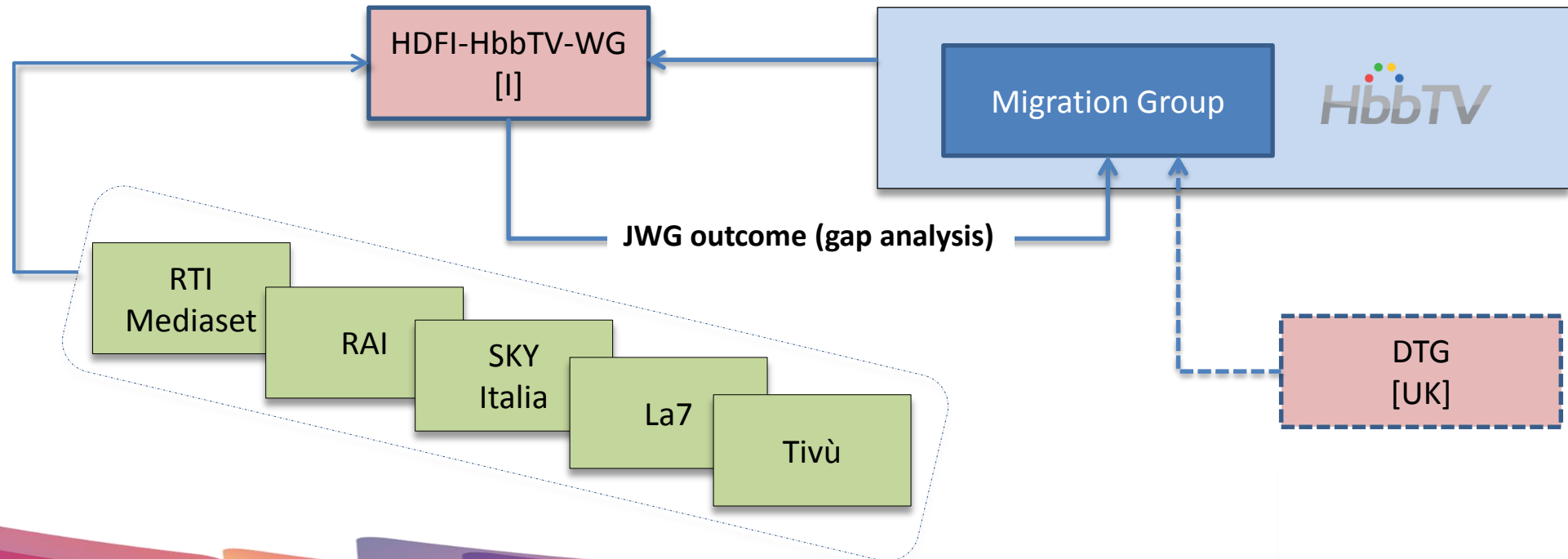
The screenshot displays the Tivùon! interface with a dark background. At the top left is the Tivùon! logo. To its right, the time 14:52 is shown, followed by 'Ultimi 7 Giorni' and 'oggi, mer 2 dic'. Further right, a small video player shows a woman speaking, with '2 Rai 2' below it. The main section is titled 'martedì 1 dicembre, Rai 1'. On the left, a large 'Lun 30' arrow points left. In the center, a Rai logo is shown above a video player of a woman, with the text 'E' arrivata la felicità - 9^ pt' and 'Questo è il mio paese - 6^...'. To the right of the video player is a list of programs: 21:20 E' arrivata la felicità - 9^ pt, 20:00 TELEGIORNALE, 18:45 L'Eredità, 16:30 TG 1, 15:00 Torto o ragione? Il verdetto finale, 14:05 La vita in diretta, and 14:00 TG1 Economia. On the far right, a vertical list shows Rai 1, Rai 2, Rai 3, and Rai 5. A large 'OGGI' arrow points right. At the bottom, there is a status bar with 'V.1.4 alfa-2015', a red 'menù' button, a green 'tivùlink' button, and several icons including a yellow circle with a refresh symbol and a blue circle with a plus symbol. The text '3/23' is also visible.

## The Italian Market - Migration from MHP to HbbTV 2.0 - CRTV Position

- In conclusion, **today**, there are around **15 OTT services**, offered by public service and commercial broadcasters, both free-to-air and payTV services, that are exploiting the DVB-MHP middleware, mainly on TV set receivers.
- On **July 2014**, CRTV, the Association of Broadcasters and Network Operators released a statement of direction toward the adoption of HbbTV 2.0; relevant issues to face:
  - Migration of existing MHP applications to HbbTV 2.0;
  - Coexistence/simulcasting of MHP and HbbTV 2.0 applications and preservation of legacy devices;
  - Support of newly identified business needs (e.g. CICAM +1.4 and application embedding/storing)

## The Italian Market - Migration from MHP to HbbTV 2.0 - Joint WG

- In light of the migration, HDFI and HbbTV Association started working in the so-called “HbbTV Working Group”, in order to identify “gaps” between broadcasters’ commercial requirements and HbbTV 2.0 specifications.



## The Italian Market - Migration from MHP to HbbTV 2.0 - Joint WG

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- The JWG followed an SDO like process, defining “use cases” and deriving the related “Business Requirements” to then be verified against HbbTV 2.0 requirements.
- The identified **use cases** at a glance:
  - Application launcher and context (lifecycle and signaling);
  - Application features (including secure application download and exclusive use of device resources);
  - Application features based on a CICAM (VoD and live streaming by CICAM means);
  - Companion screen (discovery, application launching, communication and synchronization) ;
  - Application embedding (i.e. application embedding/storing to overcome lifecycle).

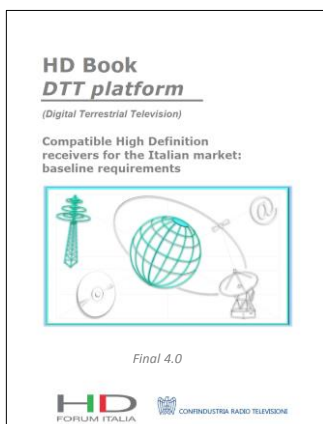
## The Italian Market - Migration from MHP to HbbTV 2.0 - Joint WG

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- The gaps were identified and documented to the HbbTV Migration Group.
- Relevant identified gaps were:
  - CI+1.4 related (e.g. CICAM Player mode, CI+ virtual channel HbbTV app launch)
  - Application exclusive usage of specific device resources (e.g. DRM, memory)
  - Application embedding/storing (i.e. app delivering operator specific UX)
- Gaps management:
  - Some gaps have been discussed and identified as relevant and passed from Migration Group to the RG and will be part of an incremental version of HbbTV;
  - Others were not considered valid (e.g. app exclusive usage of resources and app embedding).

## The Italian Market - Migration from MHP to HbbTV 2.0 - HD Book 4.0

- Gaps that were not considered relevant by the HbbTV Migration Group are right now under HD Forum Italia evaluation to be part of the new HD Book 4.0 (i.e. the baseline requirements for compatible HD receivers for the Italian market).
- The new HD Book 4.0 will mandate HbbTV 2.0 only, completely replacing the DVB-MHP middleware.
- HD Book 4.0 will be published on time to allow the HbbTV 2.0 (or maybe 2.x) compliant device to be on the market on 2017 (i.e. on March 2016).
- Broadcaster will start delivering HbbTV 2.0 services (in simulcast with DVB-MHP services) on the same time frame.





**Thank you for your attention**

[angelo.pettazzi@mediaset.it](mailto:angelo.pettazzi@mediaset.it)