

Vision for HbbTV

Dr. Klaus Illgner-Fehns

Managing Director, IRT

Chairman HbbTV Association

SPONSORED BY

metaphor



ACCESS™

UTK®

eurofins

mautilus

VERANCE
EVOLUTION IN SOUND TECHNOLOGY

ALSO FEATURING

Fraunhofer
FOKUS



HbbTV: Paradigm for Success

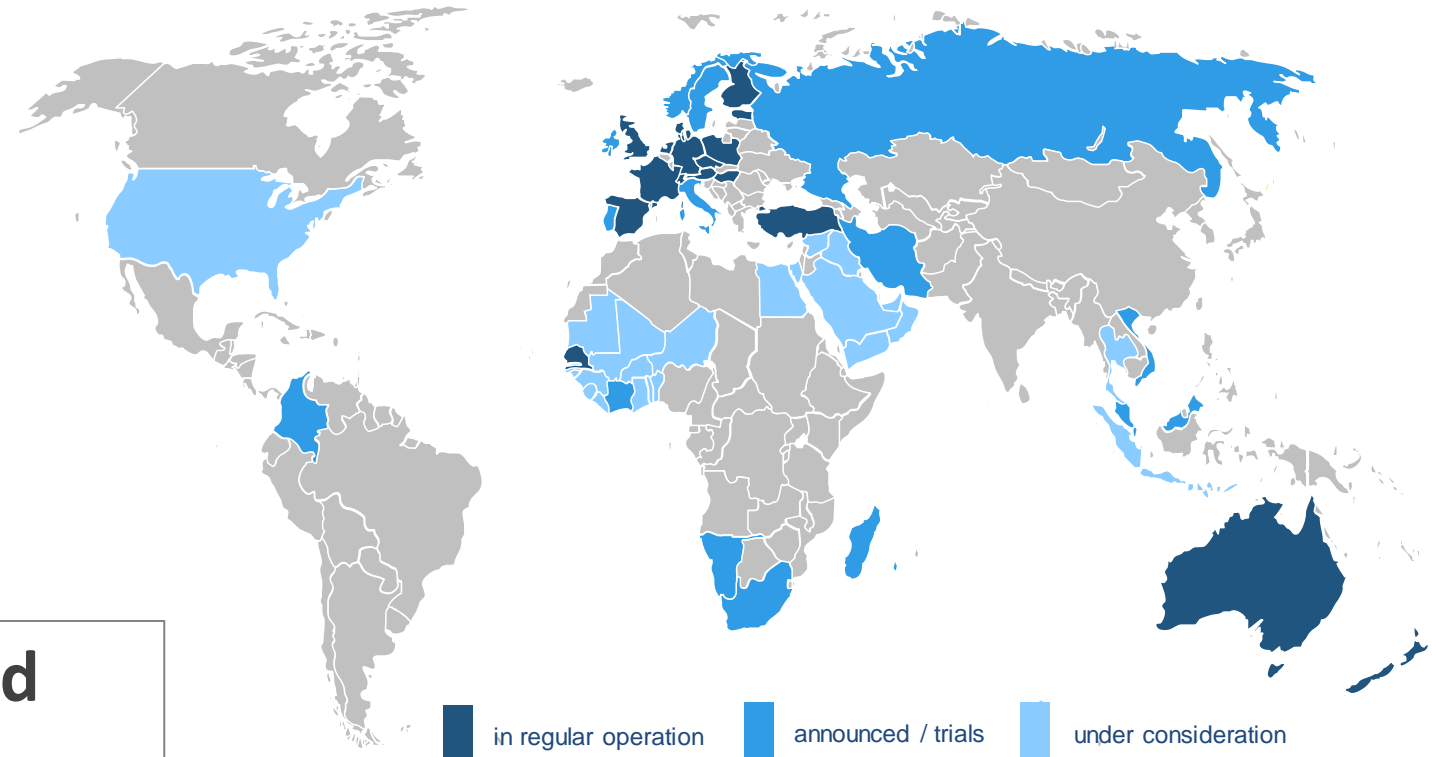
- addresses current market demand
- creates win-win for stakeholders
- references mature & stable pieces of technology
- Keeps it simple
- Is a single specification
- Broadcast-minded standard bridging national peculiarities

Fastest growing TV standard

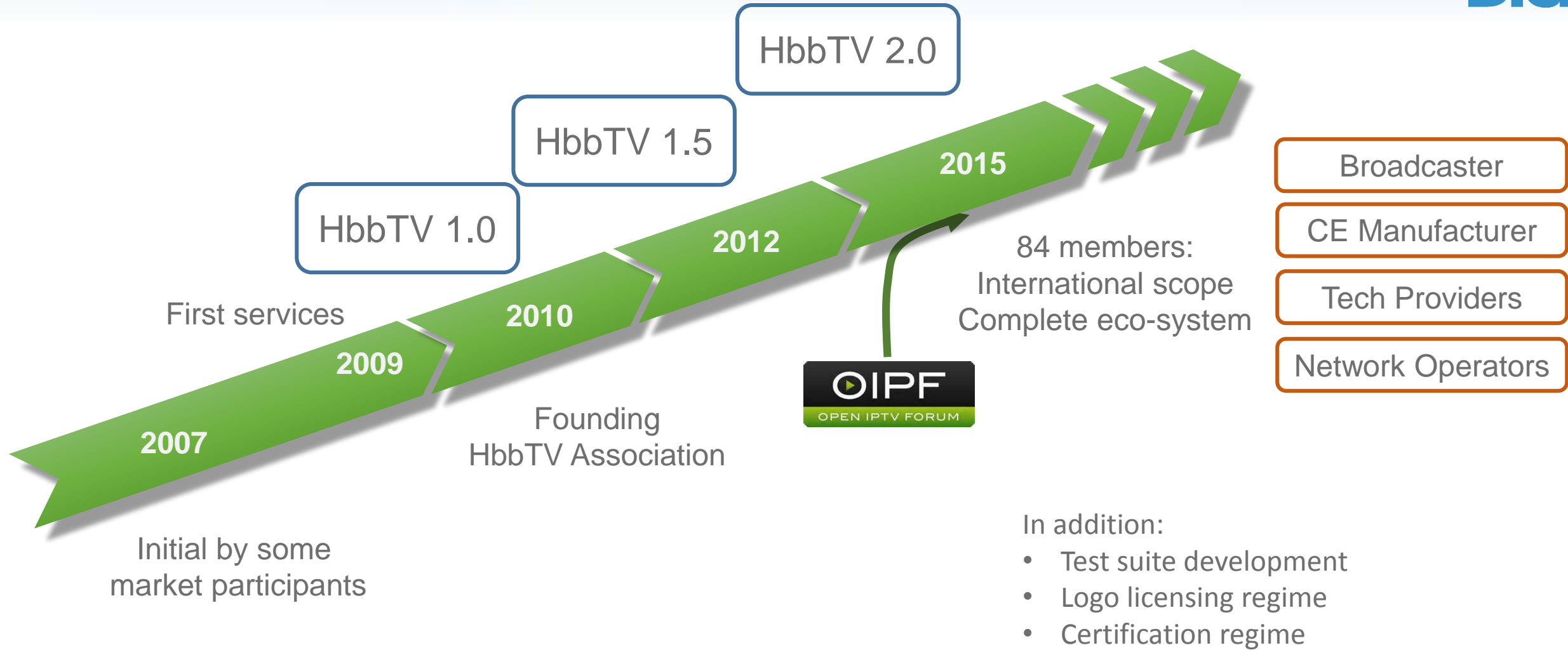
100s services

20 deployed countries

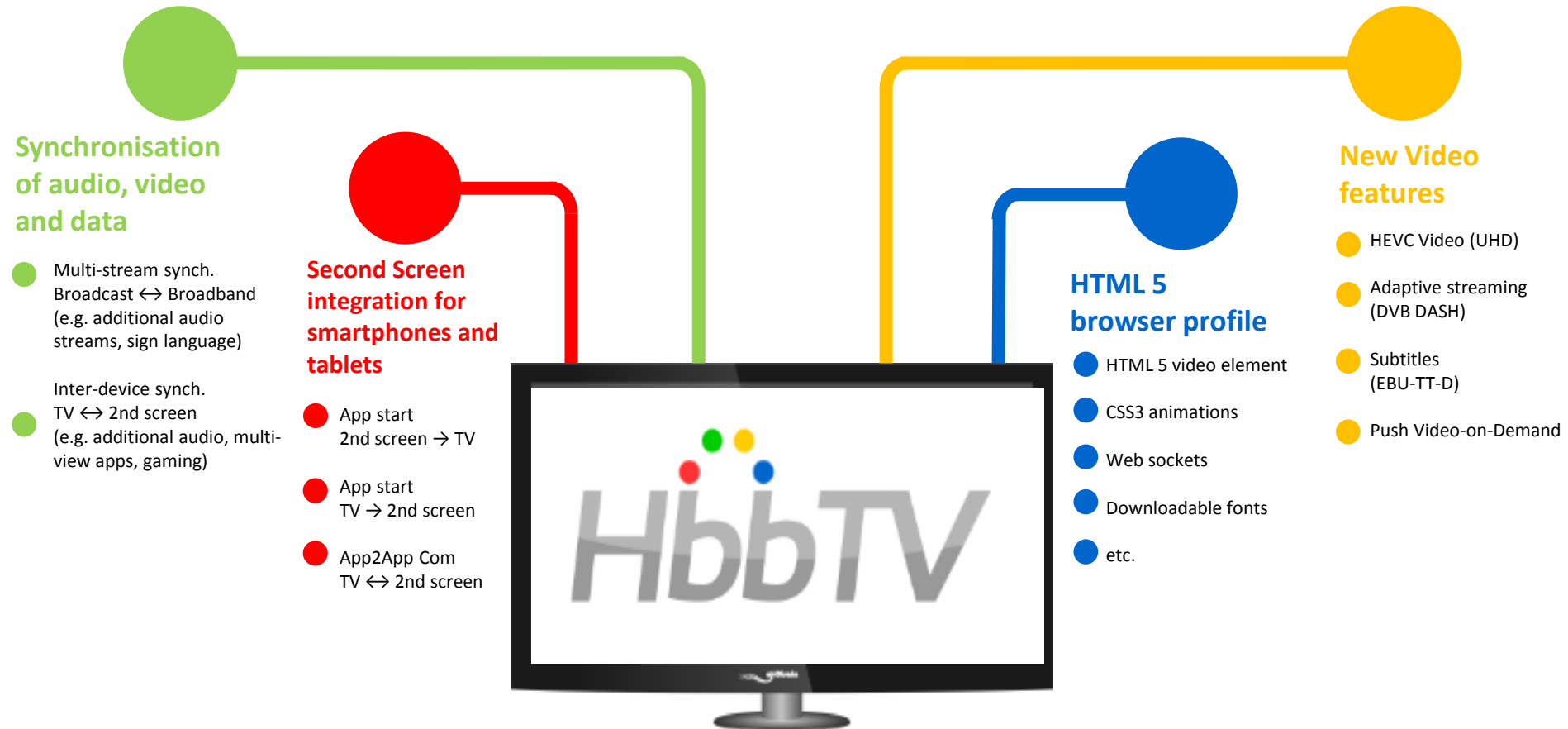
30 Mio devices (TV or STB)



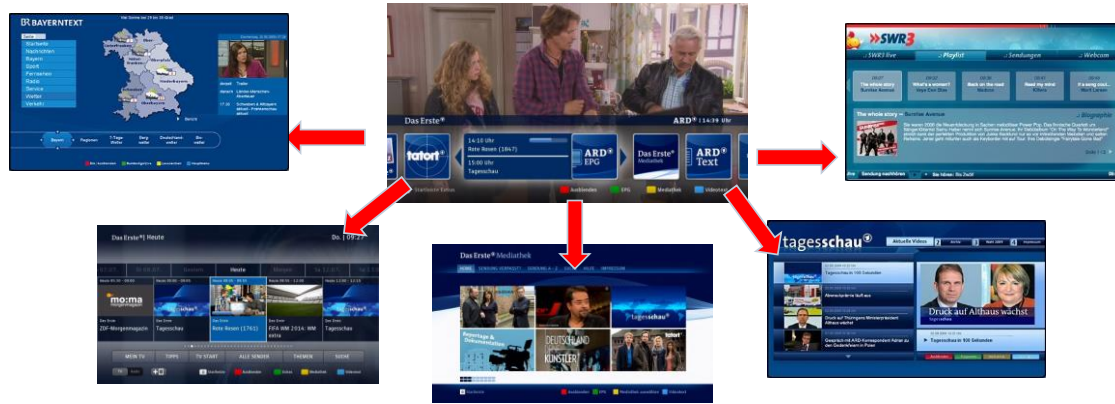
The HbbTV Association



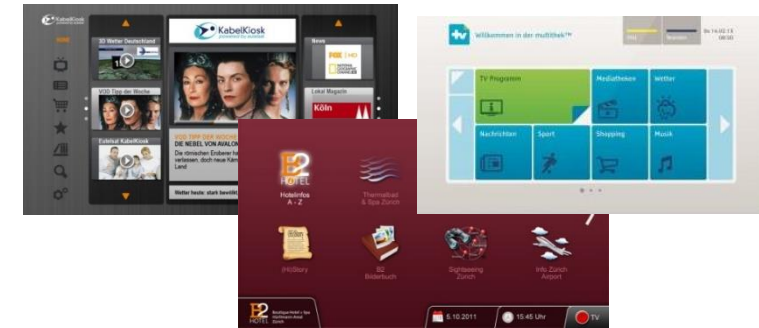
The Key of Elements HbbTV 2.0



HbbTV provides Benefits for the Entire Ecosystem



Broadcasters & Content Providers



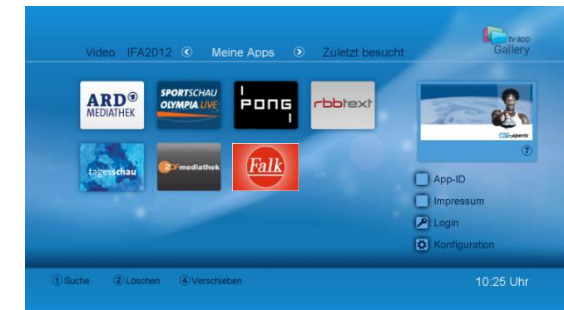
Network operator / Service provider portals



Manufacturer Portals



Device independent Applications and ...



... open HbbTV TV App Portal for all kinds of applications

Same Market Facts and Considerations

HbbTV in all networks

AIT not available for receivers

Security Concerns

Covering “national” flavours in broadcast-minded technology?

Perceived as Broadcasters - only

IPTV integration

New feature

HbbTV 2.0; joint effort with DVB

HbbTV considers specific requirements of common interest

HbbTV 2.0;
broaden scope to include operators

Currently Discussed Features

IPTV

- Is operational in some networks
- Requires clarification (e.g. IPTV as broadcast, SD&S, multicast IP)

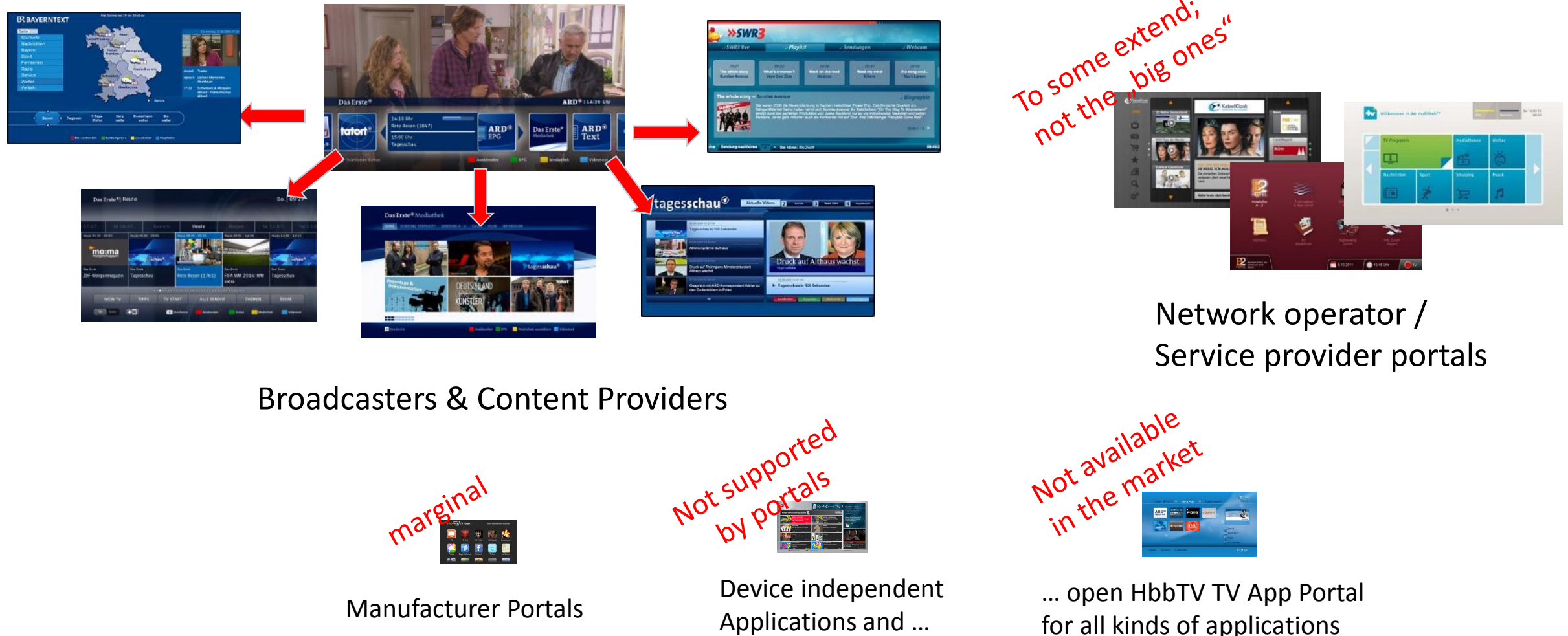
Application Discovery via Broadband

- enable launching broadcast-related apps even when signalling via broadcast does not reach the TV / STB

Operator Apps

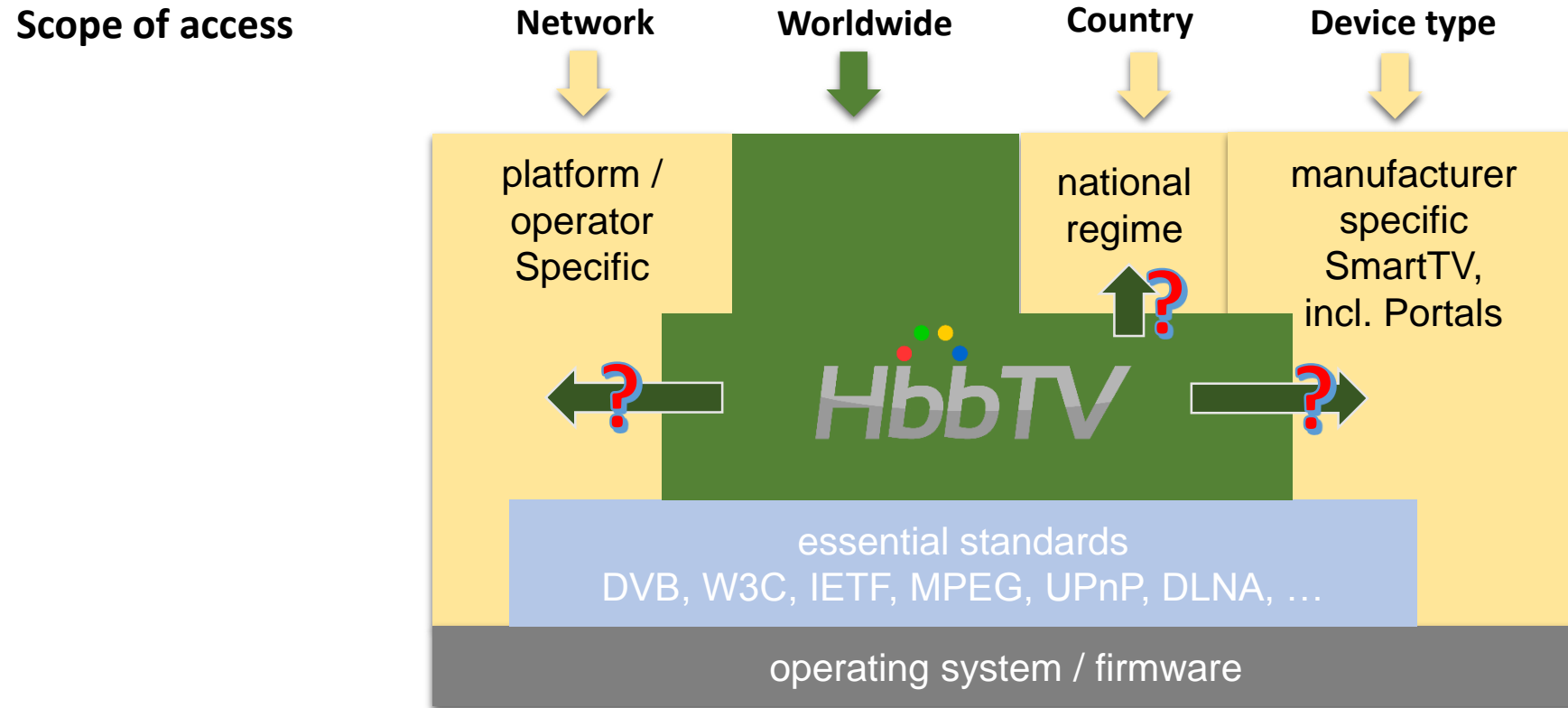
- Interface to operator
- Co-existence of operator and broadcast apps (interoperability, defined rules)

Mismatch between Capabilities and Market Facts



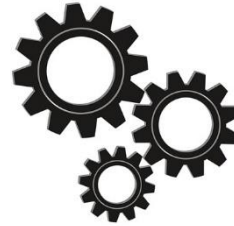
HbbTV in the Context of different Environments

HbbTV Common Denominator which enables
largely harmonized receiver platforms



Where is HbbTV moving to?

1. Support markets, implementation, and operational stability
 - testing of devices & applications,
 - Fostering interoperability
2. Communication and Marketing
 - Market information and best practices
 - HbbTV 2.0 is OTT
2. Technical Improvements
3. Address market requirements
 - Requirements from national markets, ideally with a common interest
 - Improving applicability for certain environments, e.g. operators
 - Feasibility for commercial services



Guiding Principles

- HbbTV Purpose
 - develop and promote open specifications and solutions for hybrid broadcast/broadband and IPTV television systems, with the ultimate public interest objective to allow harmonization of broadcast and broadband delivered entertainment services and consumer equipment
- market driven requirements
- Specification work follows
- no specification without test assertions

HbbTV is

the only wide-spread technology for true and seamless
convergence of broadcast and broadband

Standard feature on SmartTV internationally

OTT

a fantastic environment for new services & formats
and commercial opportunities

Thank you for your attention



illgner@irt.de

SPONSORED BY

metaphor



ACCESS™

UTK®



mautilus



ALSO FEATURING

