

Country Review Europe

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HTTV CEO

HbbTV Marketing Co-Chairman

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VERANCE
EVOLUTION IN SOUND TECHNOLOGY

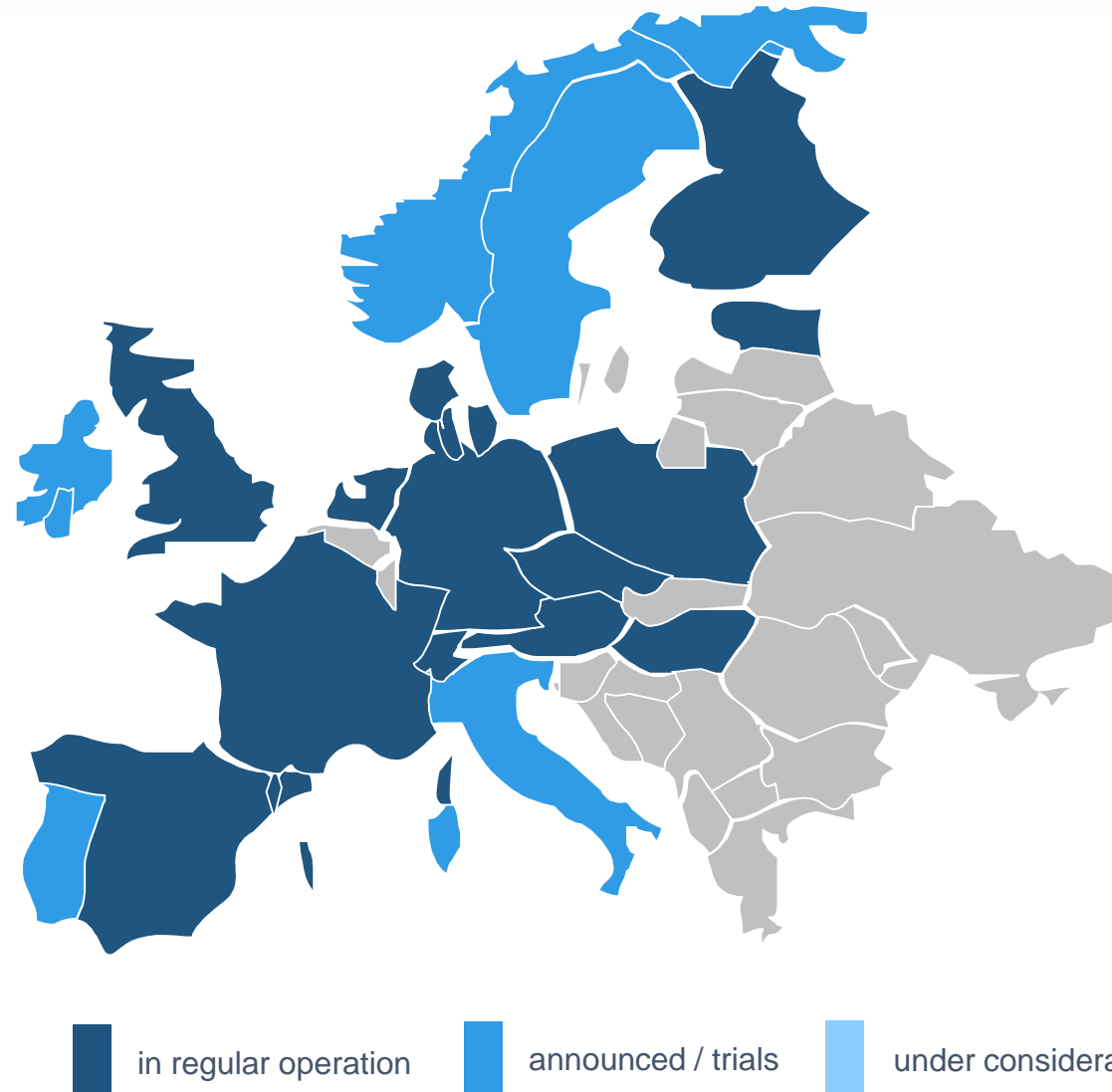
ALSO FEATURING

Fraunhofer
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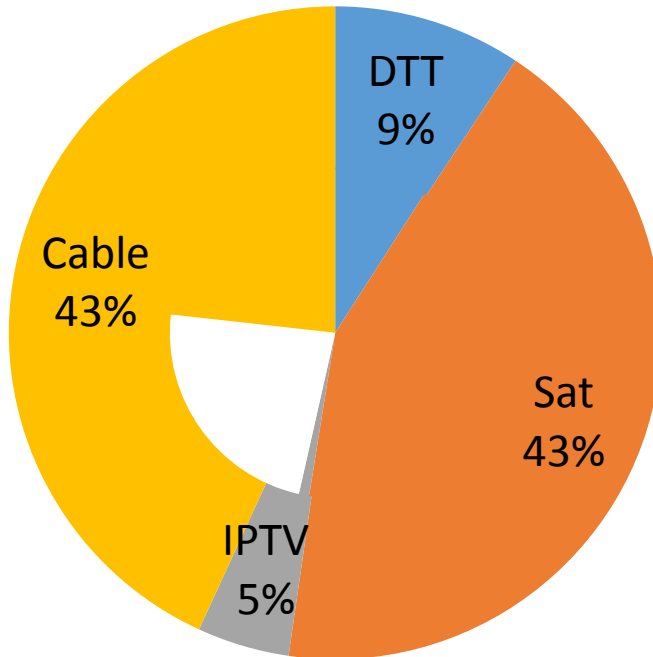
HbbTV deployments in Europe





Germany

38.5M Households



HbbTV Market Reach
Over 70%

- HbbTV 1.0
 - 20% HbbTV 1.5 devices
 - no HbbTV 1.5 services
 - HD+ Replay extensions (HLS, DRM)
- No certification regime
 - Good industry collaboration
 - Active interop Workshop
- No Trademark
 - Auf ROT geht's los!
- 75 HbbTV channels
 - 100s' of services of all kinds
- DVB-T2 HEVC switch over in 2016
 - HbbTV 2.0 opportunity



ON RED
LET'S GO!
MY BUTTON FOR SMART TV.

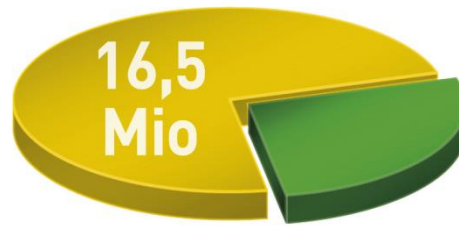


Germany

Smart-TV share
2015 Q1/Q2



Total HbbTV devices
vs all connected devices



HbbTV share
2015 Q1/Q2



New HbbTV devices
2015 Q1/Q2



Grafiken:

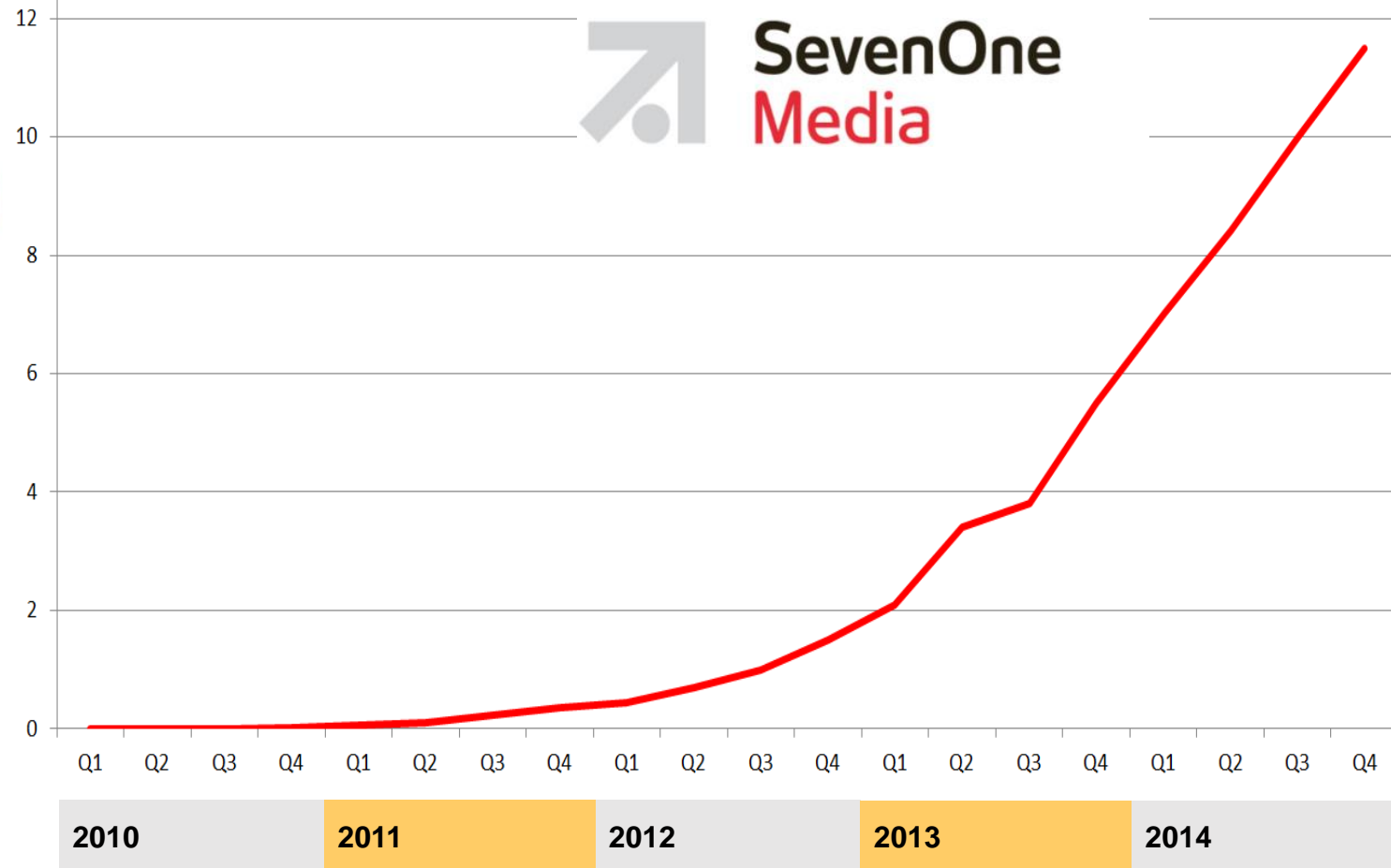


DEUTSCHE
TV-PLATTFORM

Quelle:

GfK Retail & Technology GmbH, 08/2015

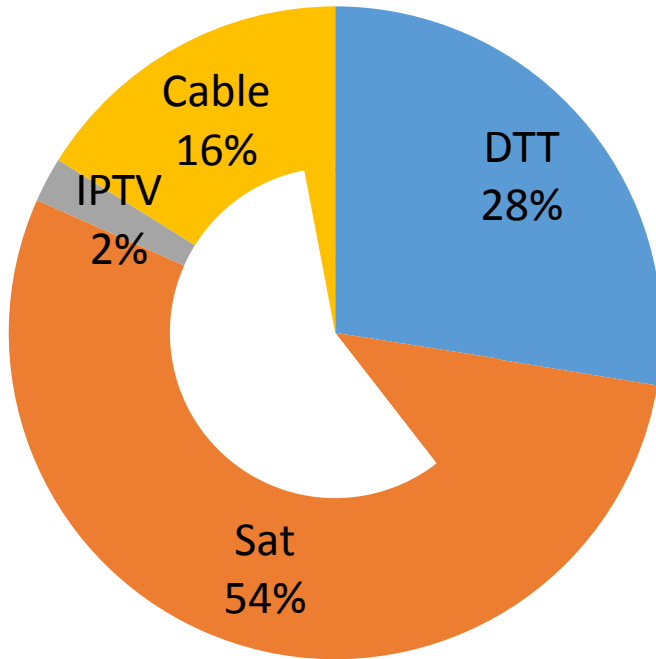
Connected and activated HbbTV devices in Mio.





Poland

13.5M Households



HbbTV Market Reach
Over 40%

- HbbTV 1.0
 - No certification regime
 - No Consumer Trademark
- 1.5 M active devices
 - HbbTV not pre-activated on one top TV Brand
- Ten's of HbbTV services: usual ones and...
 - HbbTV apps portal
 - Virtual & Linear TV OTT channels
 - Regional Warning System (RSO)
 - E-learning
 - 4K + HEVC + MPEG-DASH
 - Interactive advertising



Poland

Sklepy | Pomoc | Newsletter | Zarejestruj zakup | 799 37 37 37 | Zaloguj się

Wszystkie Szukaj w sklepie...

PRODUKTY | OUTLET | GAZETKA | SKLEPY SATURN | USŁUGI

0 SZT. | DO KASY

DOSTAWA O ZŁ
DLA ZAMÓWIEŃ POWYŻEJ 100 ZŁ

TYLKO W SKLEPIE INTERNETOWYM

Oferta ważna do 18.12.2015

SPRAWDŹ

Strona główna > RTV i Telewizory > TV Satelitarna i Nziemna > Tunery TV Nziemnej > Tuner MANTA HBB01

Tuner MANTA HBB01

nr kat.: 1228977
Tunery TV Nziemnej > MANTA

★★★★★ (2 ocen)

raty online dostępne od 300,- do 20 000,-

✓ Dostępny!

🕒 Szacunkowy czas doręczenia: 24h

🚚 Dostawa od 0,- >

📍 Gdzie kupić >

Za każde wydane 1000 zł otrzymasz 100 zł na zakupy w Piotr i Paweł >>

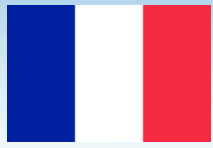
119,-

28€ !!!

Zabezpiecz swoje zakupy od awarii,
uszkodzenia mechanicznego oraz kradzieży:

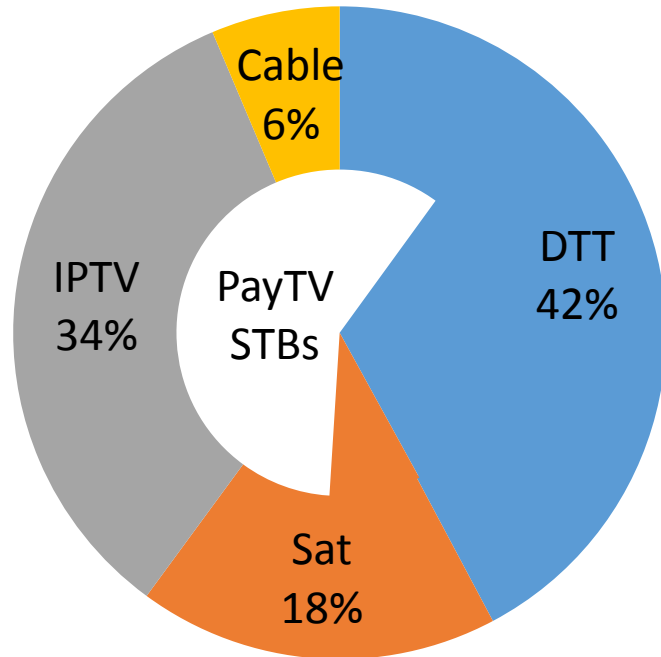
☐ Gwarancja Plus Professional - 109,-
☐ Komfort i ochrona - 90,-
☐ Komfort - 60,-
☐ Minimax - 29,-

Kup teraz



France

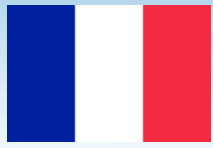
27M Households



HbbTV Market Reach
40%

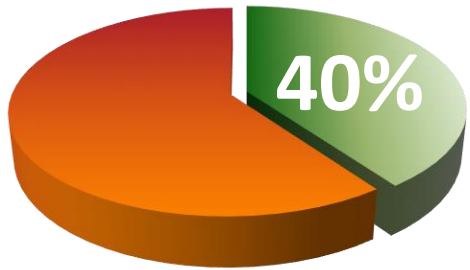
- TNT 2.0 spec
 - HbbTV 1.5
 - DRM PlayReady or Marlin
- Significant HbbTV 1.0 legacy
 - Few HbbTV 1.5 services
- No certification regime
 - HD Forum organization
 - Some interoperability issues





France

Smart-TV share
2015 Q1/Q2



Total HbbTV devices



New HbbTV devices
2015

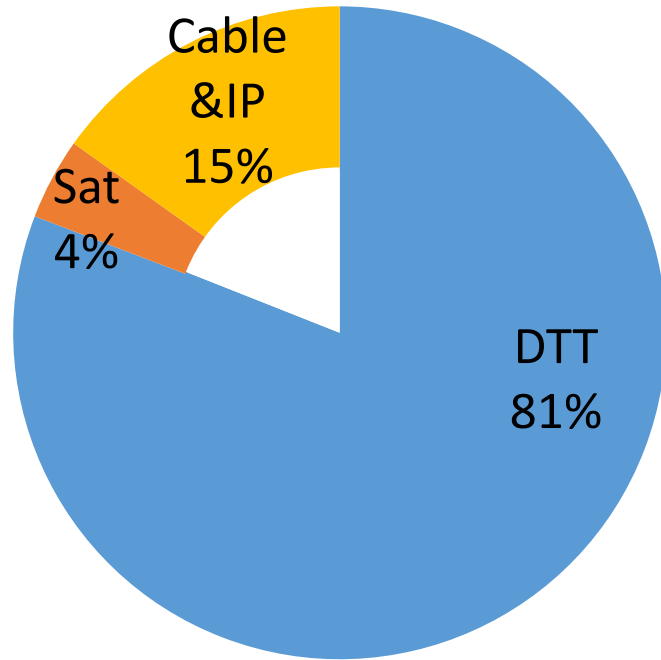


- 15 HbbTV channels
 - Innovative Services: Pay VOD, Start-over
 - Lack Catch-up from main Broadcasters
- Operator Services with Fransat
- Low Consumer Awareness
 - Lack of Trademark
- Around 1 Mio HbbTV active users
- MPEG 2 switch off in 2016
 - 6 Mio MPEG 2 devices to replace



Spain

19M Households



HbbTV Market Reach
80%

- TDT Hibrida specification
 - HbbTV 1.5
 - DRM PlayReady or Marlin
- HbbTV 1.0 legacy
- Certification regime
 - Logo use in consumer communication
- Local interoperability workshops





Spain

Total TV Devices

34 Mio

Total HbbTV devices

3 Mio

Connected HbbTV devices

1.4 Mio

- 15 HbbTV channels
 - Catch up video
 - synchronized content
 - special events apps
- Commercial Broadcasters launching their first HbbTV Services

National services



Regional services



Local services



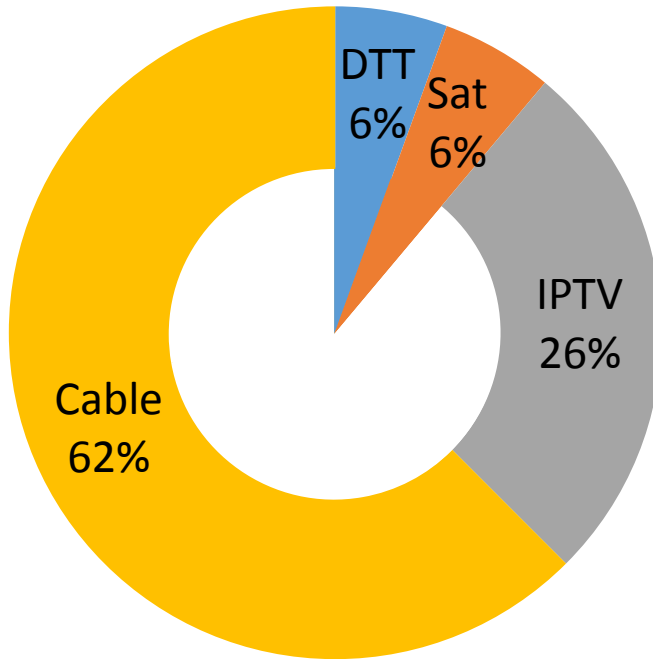
Radio services





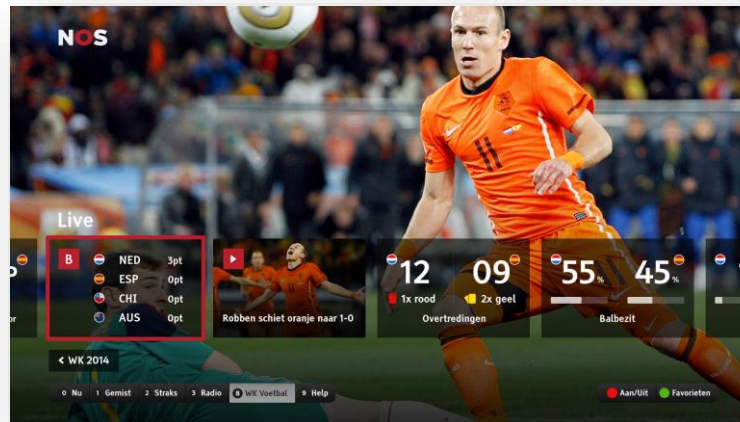
The Netherlands

17M Households



HbbTV Market Reach
40%

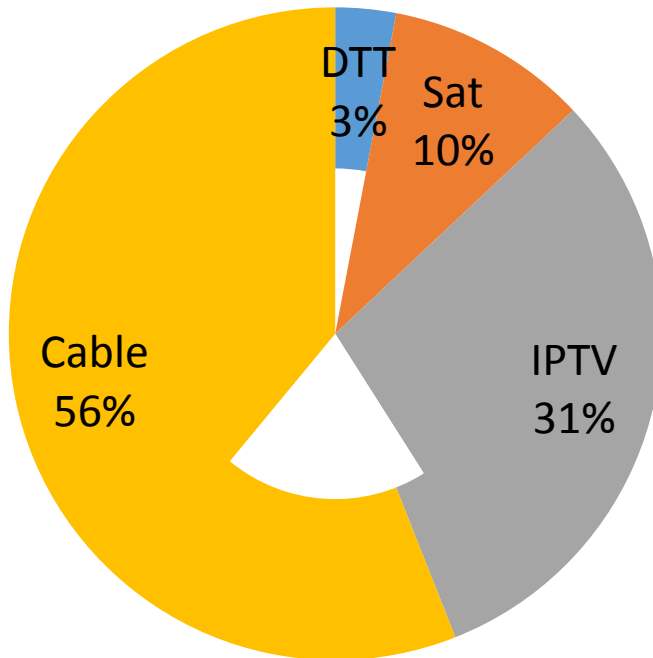
- HbbTV 1.5
 - DRM Marlin or Playready
 - No certification regime
- Must-carry rejected by regulator
 - Looking for alternative service access solutions
 - Some support from cable operator
- HbbTV services from NPO & SBS
 - Catch-up (NPO)
 - Enhanced TV
 - News and Soccer
 - Lifestyle and Interactive commercials
 - Eurovision Song Festival (soon)
 - Very positive about consumer response





Switzerland

3.3M Households



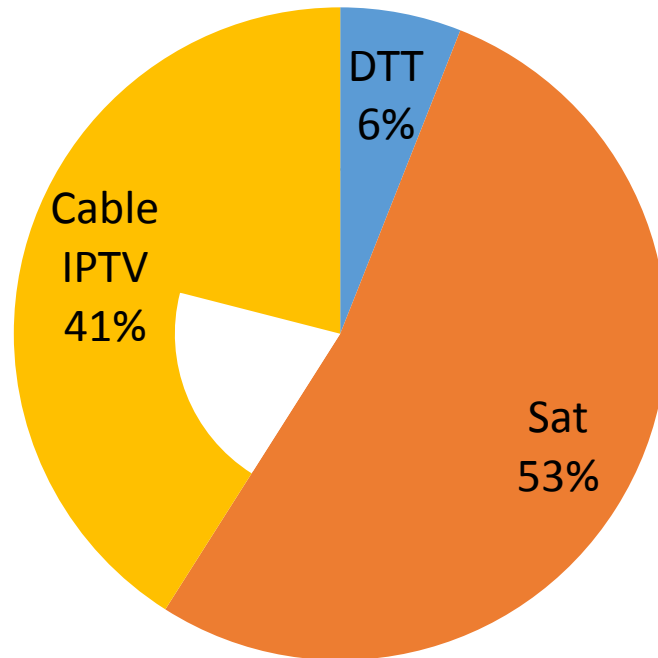
HbbTV Market Reach
Around 80%

- HbbTV 1.0
 - No certification
 - HbbTV 1.5/2.0 on going tests
- HbbTV over IPTV with Swisscom
 - HbbTV built-in Android STB
- Several cable operators provide their own HbbTV services
- Services
 - Public Broadcaster SRG
 - 6 Channels (German, French, Italian)
 - German & French broadcasters
- 2M HbbTV devices



Austria

3.6M Households



HbbTV Market Reach
80%

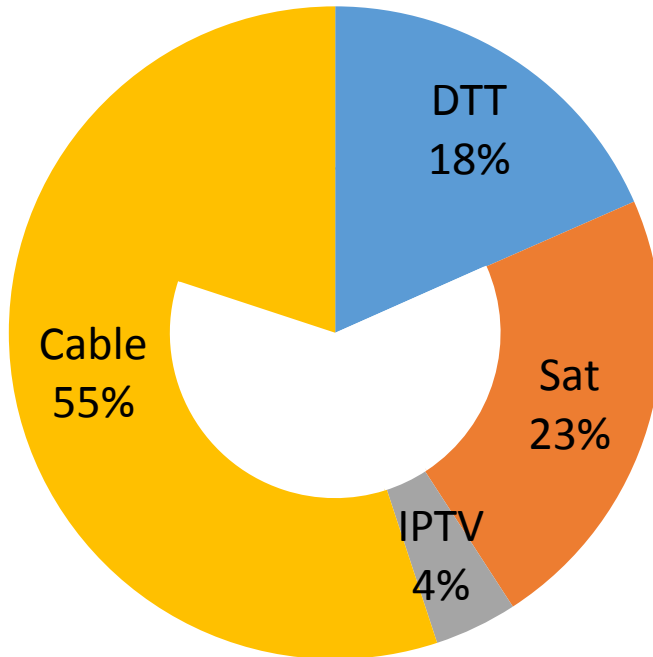
- HbbTV 1.0
 - No certification
- Services
 - ORF1, ORF2, ORF III, Sport+
 - Puls4, Servus TV
 - German broadcasters
- 1M HbbTV devices





Hungary

4.2M Households



HbbTV Market Reach
40%

- HbbTV 1.0
- Antenna Hungaria "approval"
 - Good industry collaboration

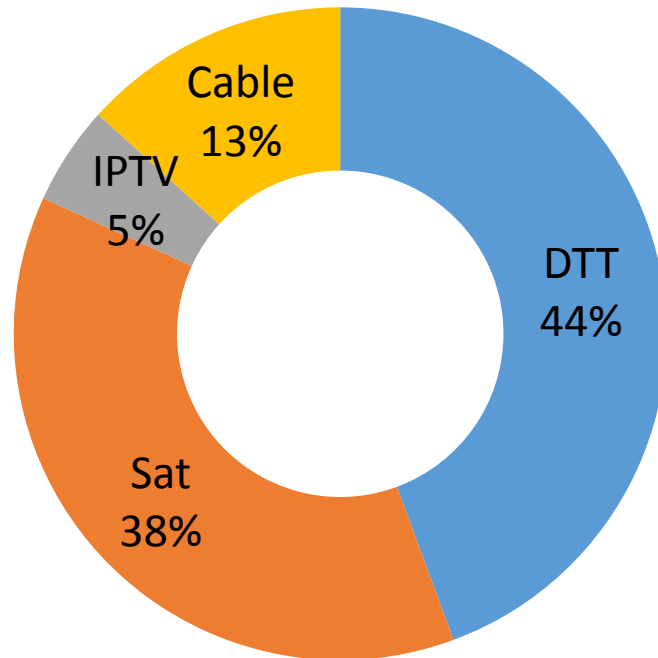
 - but one major brand will activate HbbTV only in 2016!
- Consumer Trademark
 - MinDigTV with HbbTV reference
- Market deployment
 - 500K HbbTV receivers (30% of new TVs)
 - 200K active devices





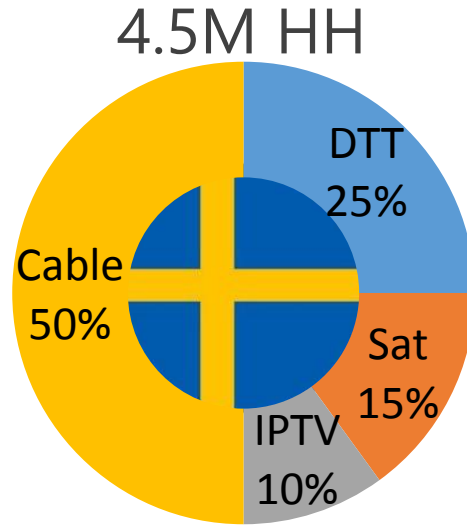
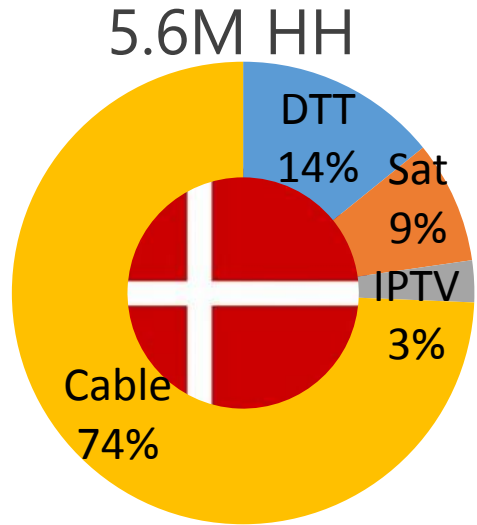
Czech Republik

4.5M Households

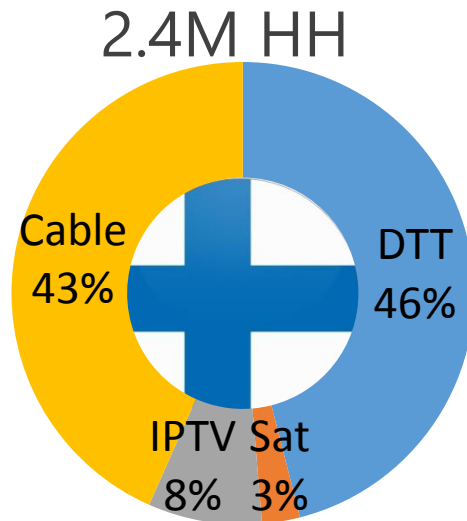
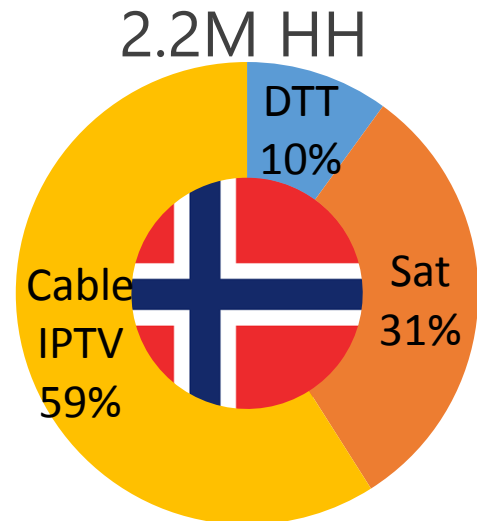


- HbbTV 1.0
 - No certification
- 740K Connected HbbTV devices in Q3 2015
 - Already 17% market share
 - Projection of 2.2 M by 2020
- Deployed by Ceska Televize (CT), Prima and Ocko
- 2M page view per day
- Access to 8 years of TV archives

Nordic Region



- Nordig Specification
 - HbbTV 1.5
- Deployed in Finland & Denmark
 - HbbTV 1.0 legacy
- Norway & Sweden will deploy services in 2016



HbbTV Symposium

London, 8th & 9th December 2015



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