HBBTV Symposium
Working with HBBTV

ITV is an integrated producer broadcaster, operating the largest commercial family of channels in the UK.

In addition to traditional broadcasting on our channels we deliver our content on demand through numerous platforms, directly and via the the Hub.

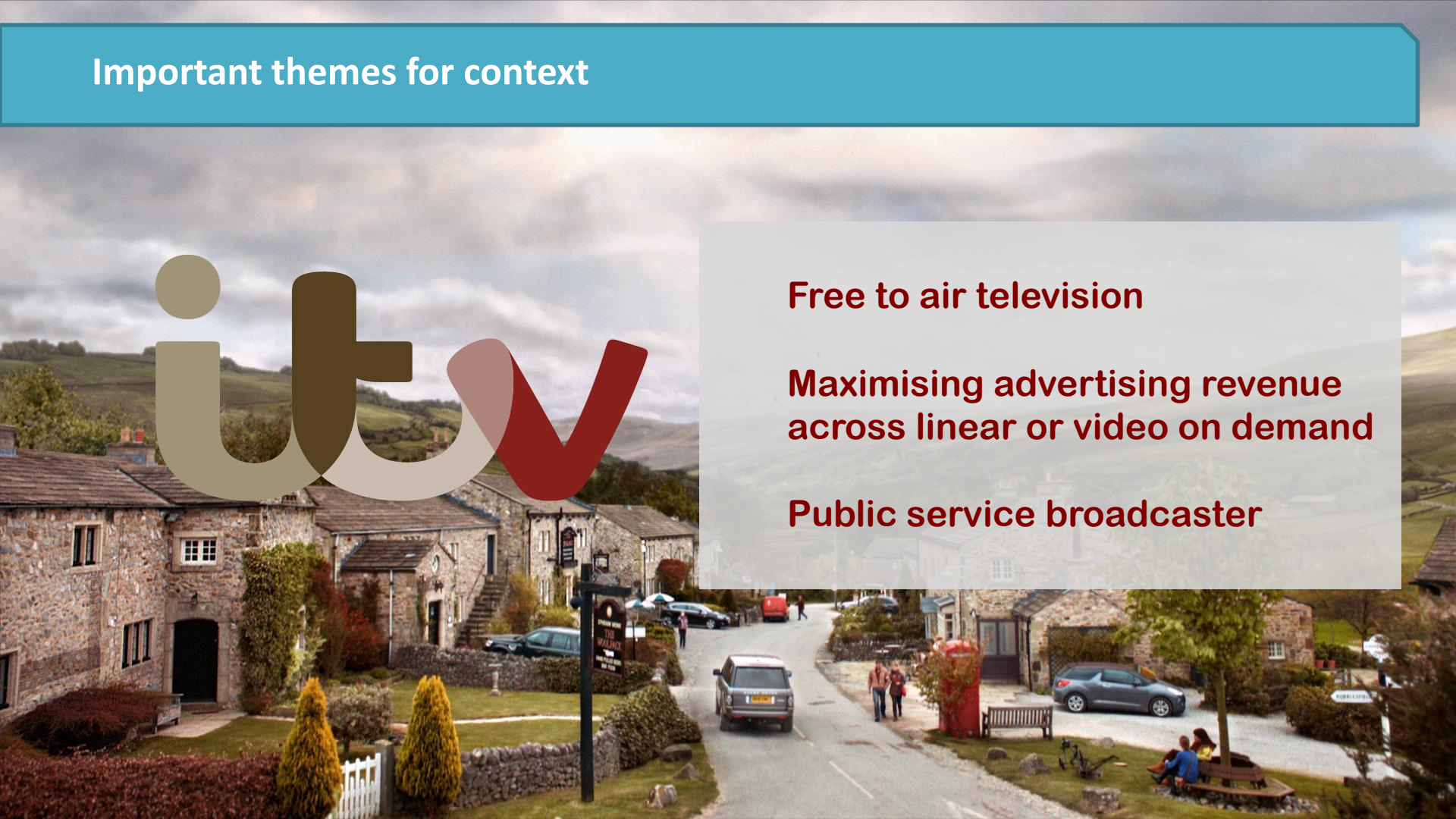
ITV Studios

Through ITV Studios we produce content for both our own channels and third parties in the UK and overseas.

Our distribution business sells finished programmes and formats worldwide.

Produces international programming formats such as Come dine with me, and recently acquired Talpa which produces The Voice

Important themes for context



Free to air television

Maximising advertising revenue across linear or video on demand

Public service broadcaster

Technical side - ITV in the UK and Global market

dpp™

digital production partnership

Digital Production Partnership founding member

File-based transmission since 2013

Technical groups and organisations

Digital Television Group Council membership

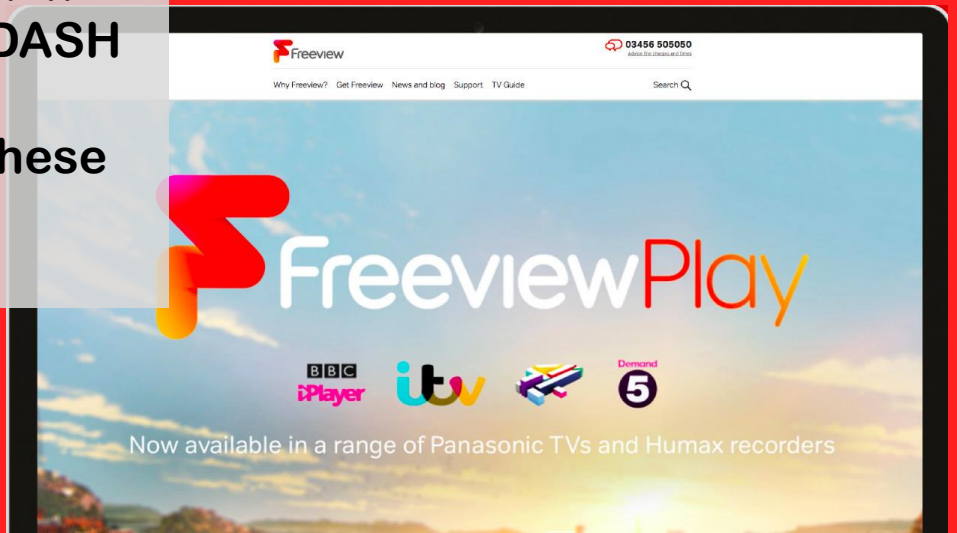
HBBTV membership since 2014

Shareholder

Have been contributing to the HBBTV 2.0.1 specification specifically around ad insertion

Freeview Play in the UK

- Operates in the horizontal market
- Freeview Play platform launched in UK in 2015 based largely on HBBTV 2.0
- ITV was first broadcaster to launch full VOD service based on DVB DASH video delivery
- Ad insertion: Global first using these technologies



Highlights of this development

- Using HTML and the web standards in the CE market

- DVB DASH together with Ad insertion
- No legacy interim streaming format for ITV's VOD service, the ITV Hub

- High performing transition times amongst ITV's VOD platforms
- Ad insertion performance: Meets a TV experience expectation

Viewers expect a TV-like experience when watching video

Video Ad insertion timeline

Short form

2003

Long form PC

2006

iOS

2011

Youview

2012

Roku

2014

Freeview play

2015

HTML5

2016

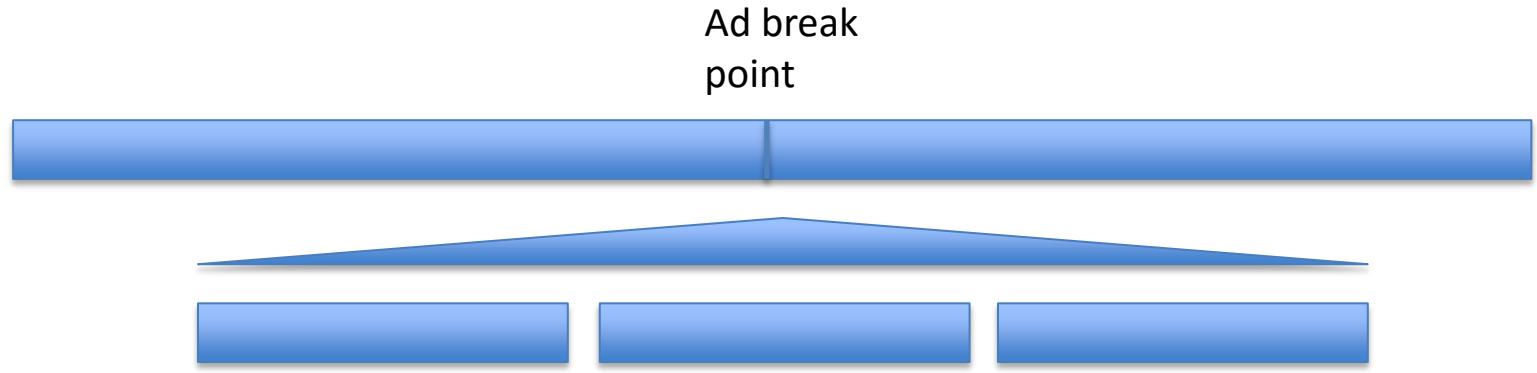
All video on demand platforms use **‘ Soft parting’**

What is soft parting?

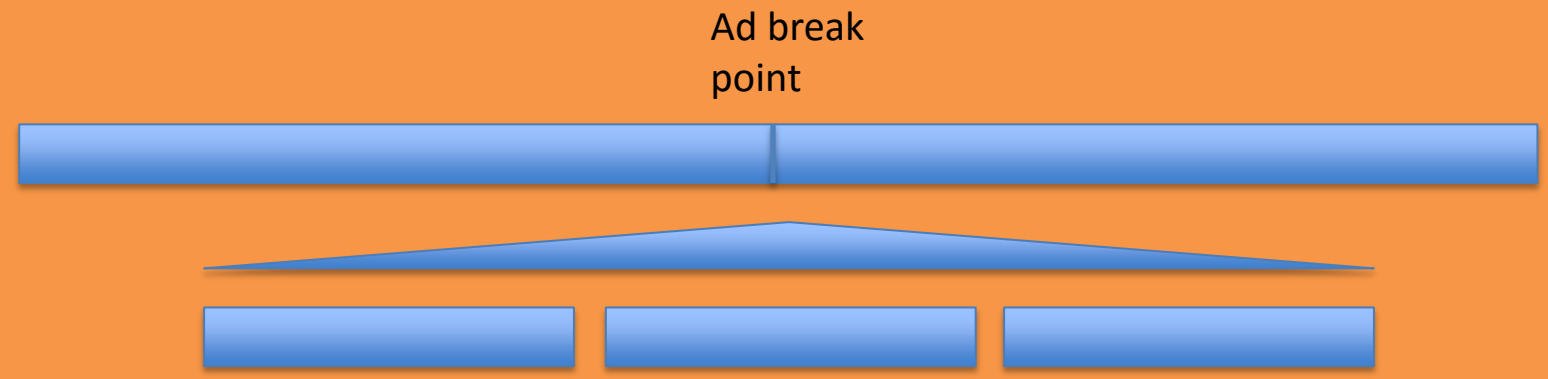
(Clue: It’s not a type of haircut)

What is involved with Ad insertion in Linear TV and VOD?

Broadcast

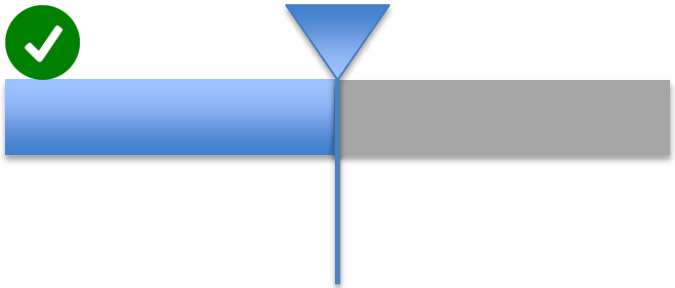


VOD

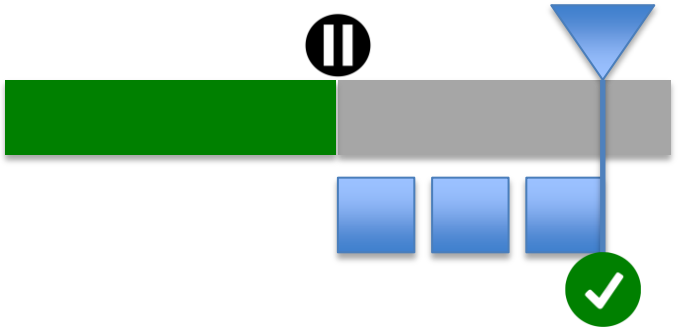


Using multiple video objects - Ad inserted into video buffer

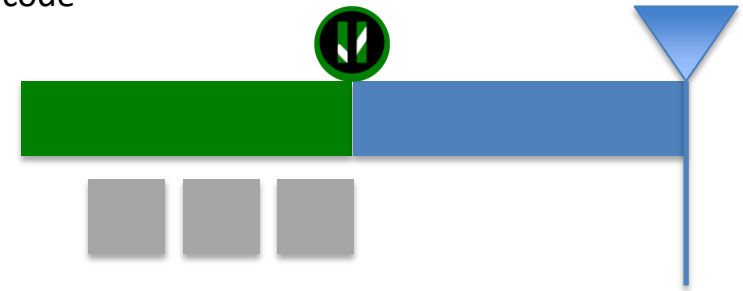
Play first part up until time-code of ad break



Pause programme part in buffer, Play advertising content

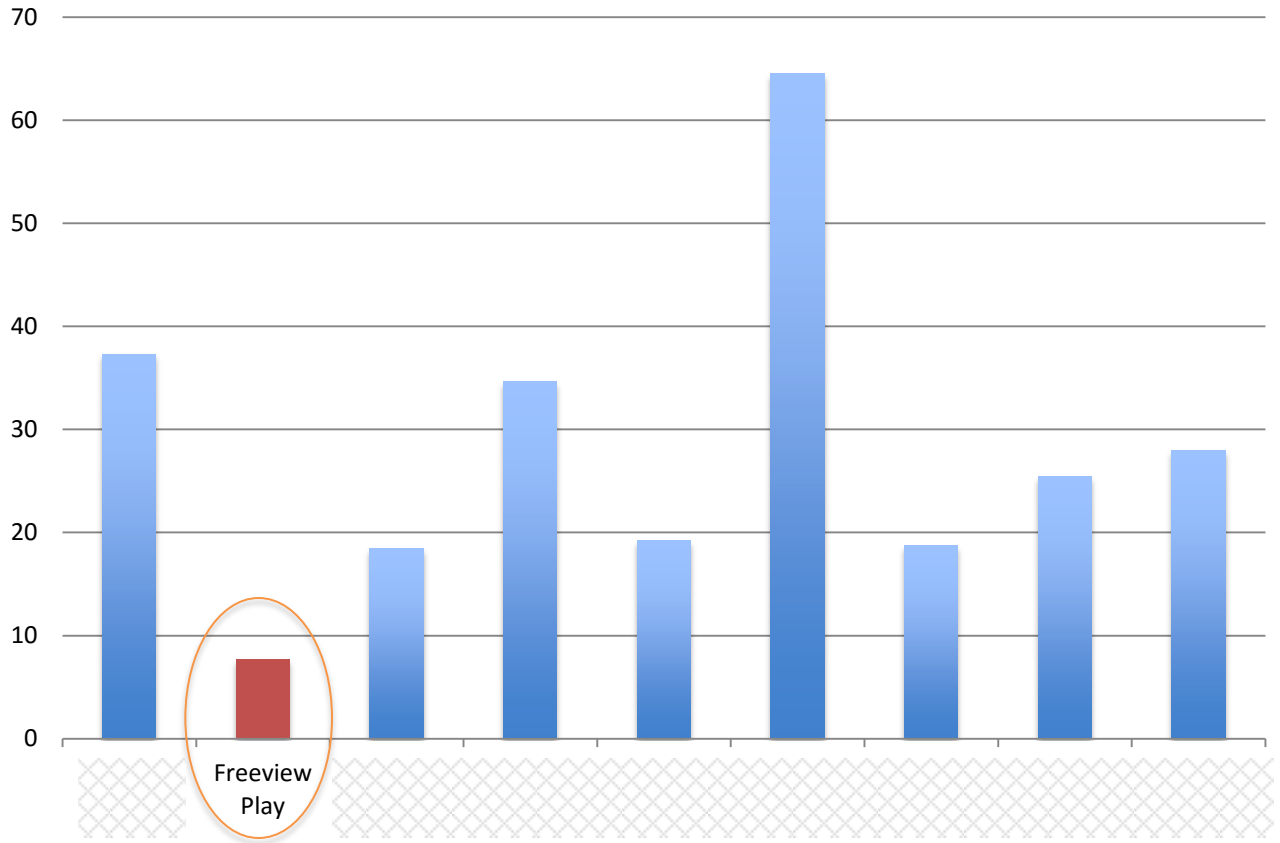


Resume programme part held in buffer, play from time-code



Results in a near seamless video experience to the user with regards to transitions

% of streams on Freeview play with slow transitions



What has gone well

Standardisation

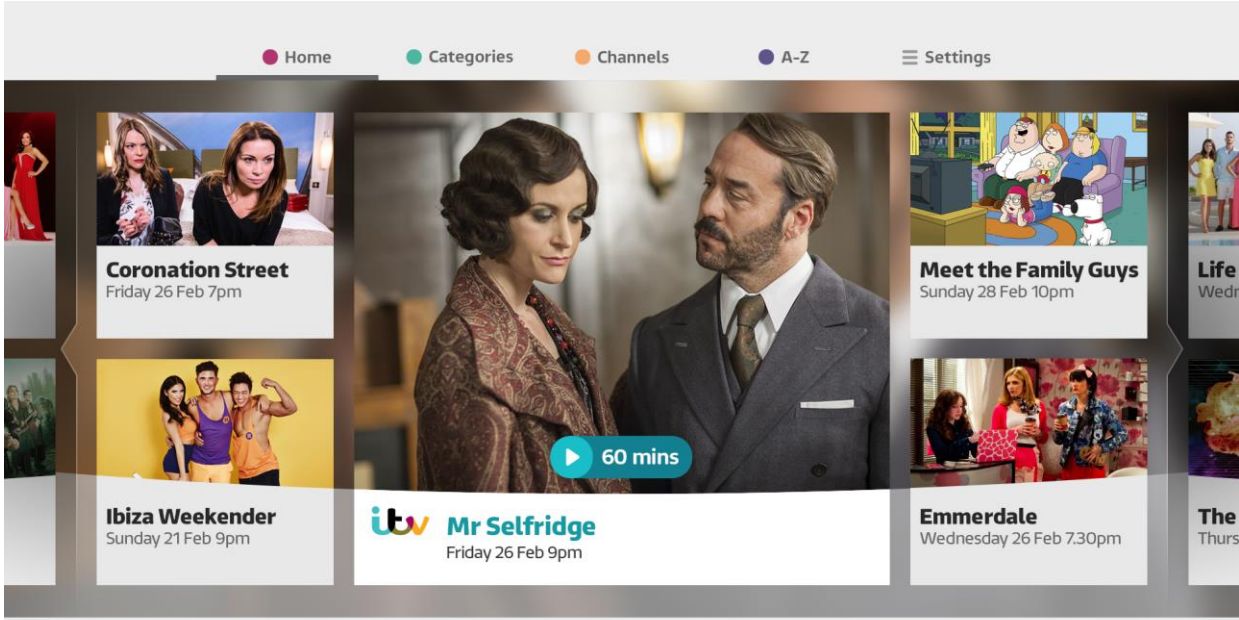
Deployment of ITV's HTML based graphical user interface
Same content and ad delivery model across web to connected TV

Development and testing process

Test assertions and working with HBBTV

Tech foundations

Multiple video objects



What is next?
SELFRIDGE
& Co
LIMITED
itv

What is left to do – Access services

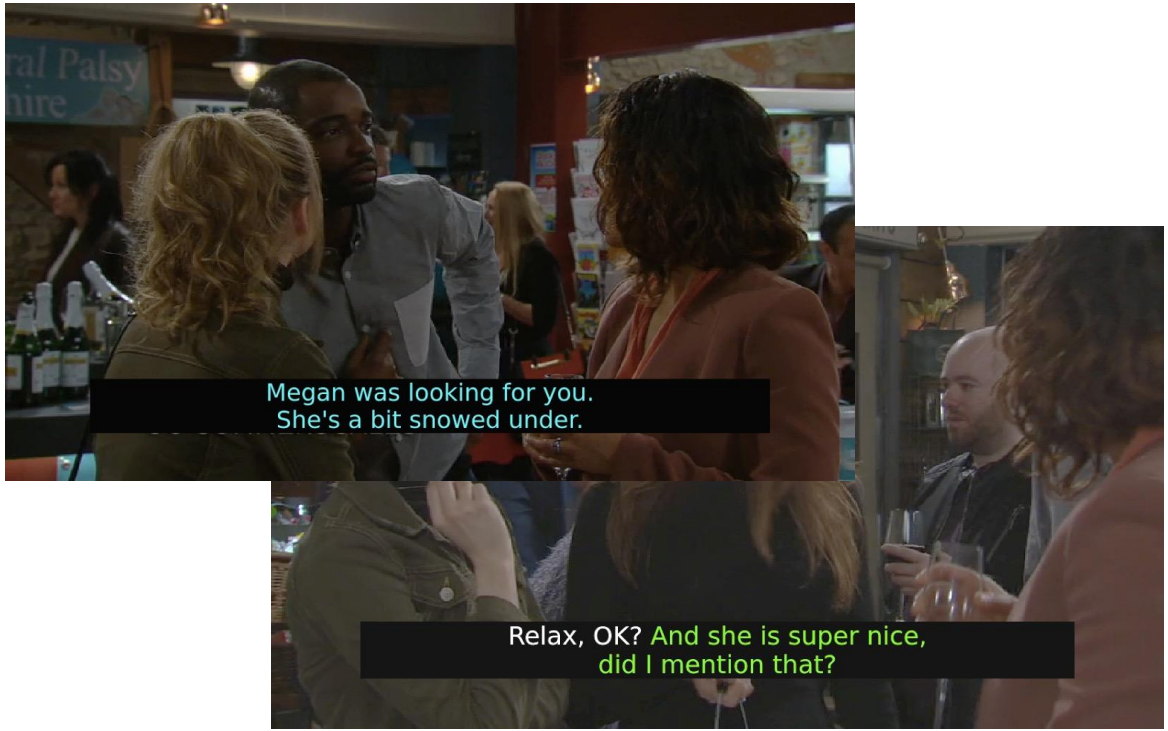
- EBU TT-D 2017 obligations
- Clear key - 2017 obligations
- Building on multiple Video objects

- Access services are part of a public service broadcaster responsibility
- 90%+ of ITV's linear TV output carries access services.
- Issue: The VOD space hadn't implemented and deployed standard mechanisms, combined with standard streaming/ABR on the connected TV ecosystem
- EBU-TT-D Defined subtitles support formally in 2015
- Freeview Play has standardised support of EBU-TT-D for the 2017 specification of Freeview play. This enables widescale delivery of access services on connected TVs for ITV and other broadcasters

What is left to do – Access services

ITV have samples created in EBU TT Testing – via Freeview Play

Support in devices will mandatory as part of 2017 ITV service on Freeview devices



Sample EBU TT tests

Multiple video objects has been a success

Thank you to..

HBBTV and DTG – Worked with both organisations to define ad insertion within the connected TV environment, embracing HTML and web technology as backbone for the specification.

Jon Piesing – Support working with HBBTV to ensure ITV's requirements were included to meet our needs

Ian Medland – on HBBTV and DTG test cases
Eurofins & Freeview Play launch manufacturers