

# Spain HbbTV Country Report

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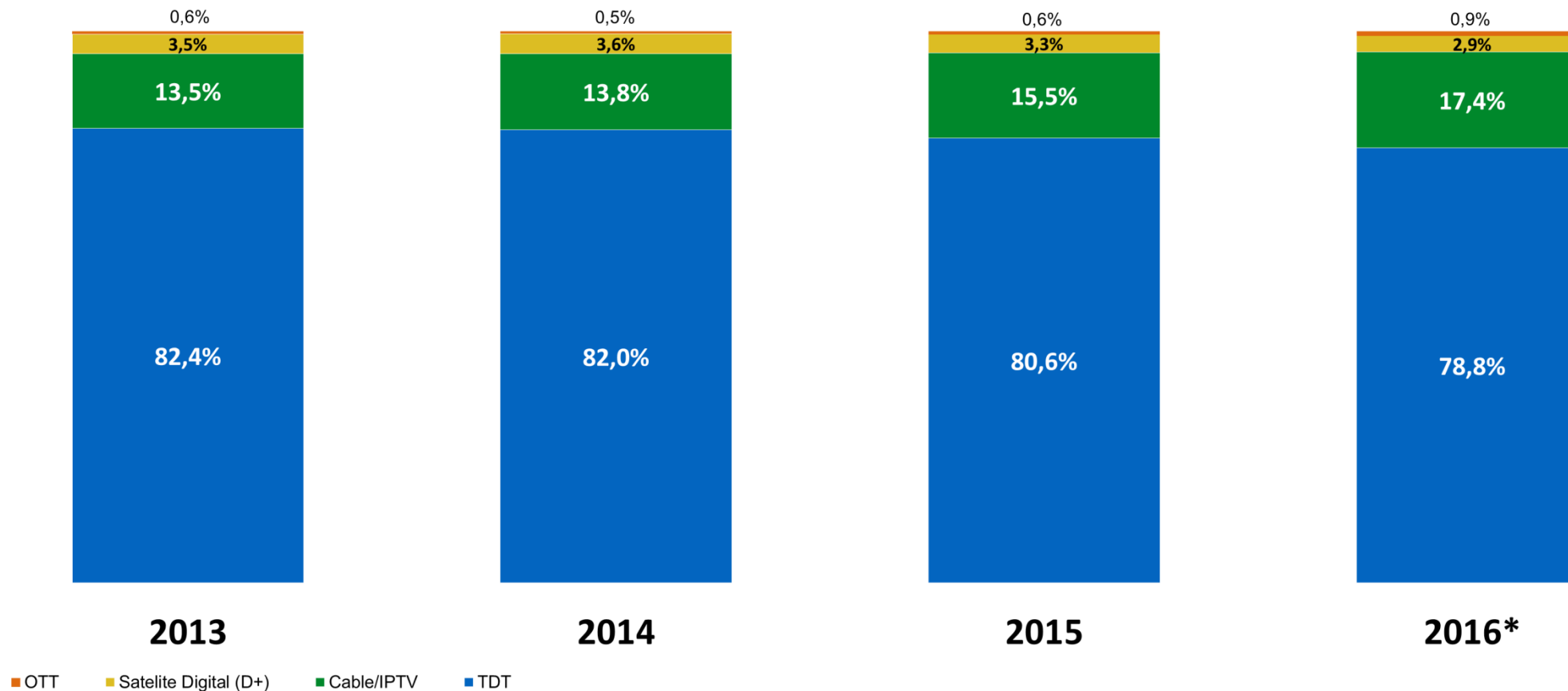
**A most  
suitable market**

# HbbTV Symposium

Madrid, October 18<sup>th</sup> & 19<sup>th</sup> 2016

## • TV Share by Distribution Platform

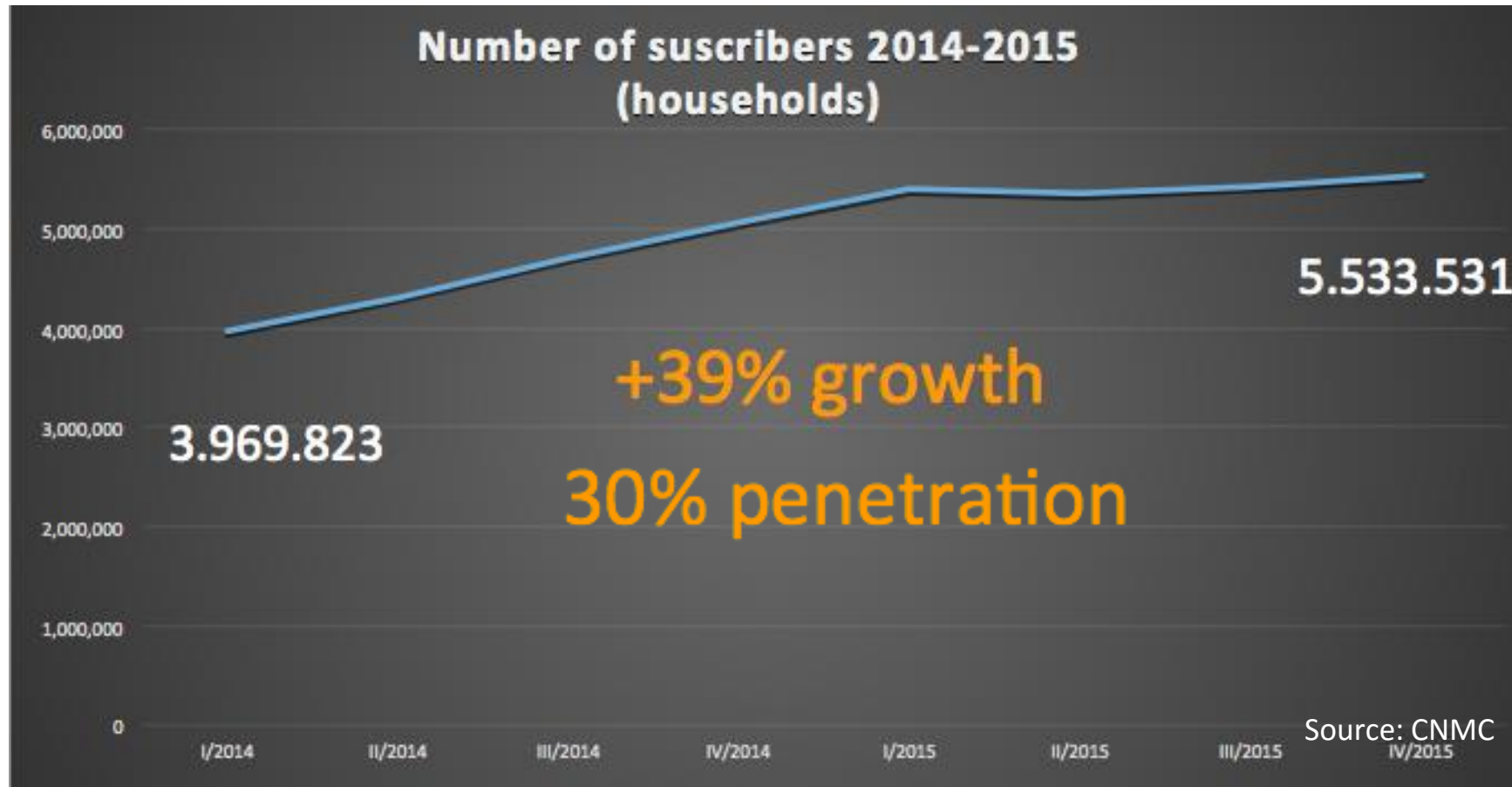
Free-to-air broadcast still dominant



\*2016 up to 12/10

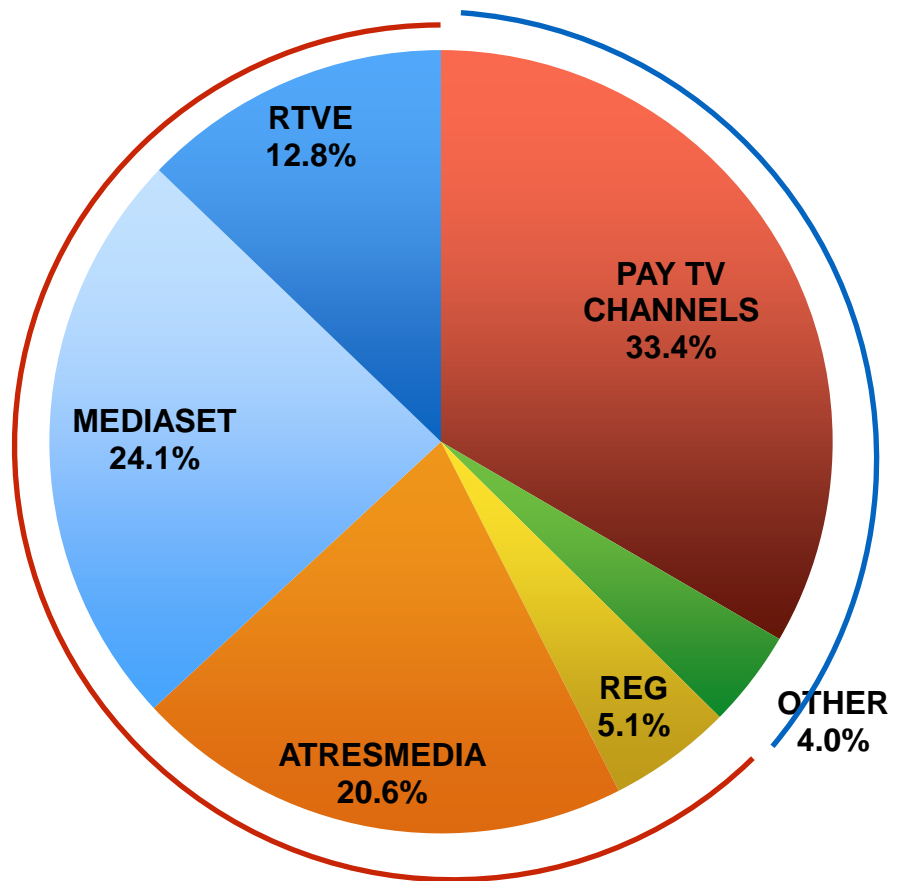
# TV Consumption

- Pay TV



## Pay TV Consumption by Group

**Free to air  
Channels  
62,6%**



**Pay TV  
Channels  
37,4%**

\*2016 up to 12/10

# HbbTV Market Snapshot

- Number of households: 18,3 M
- Total Number of TVs: 34 M
- Cumulative N° of HbbTV TVs: 4,5 M\*
- % Total TV sold: 18%
- TVs sold in 2015: 3,2 M
- Connected TVs sold in 2015: 1,37 M
- HbbTV sold in 2015: 1,06 M
- HbbTV/Connected TVs: 73%
- Avg. N° of HbbTV sets/month: ~2 M
- N° of media groups with HbbTV apps: 16

\* 2010-September 2016



## Spanish Specification

- Updated to HbbTV 2.0.1
- Cellnex (DTT Network Operator): Official Certification Provider



# HbbTV Symposium

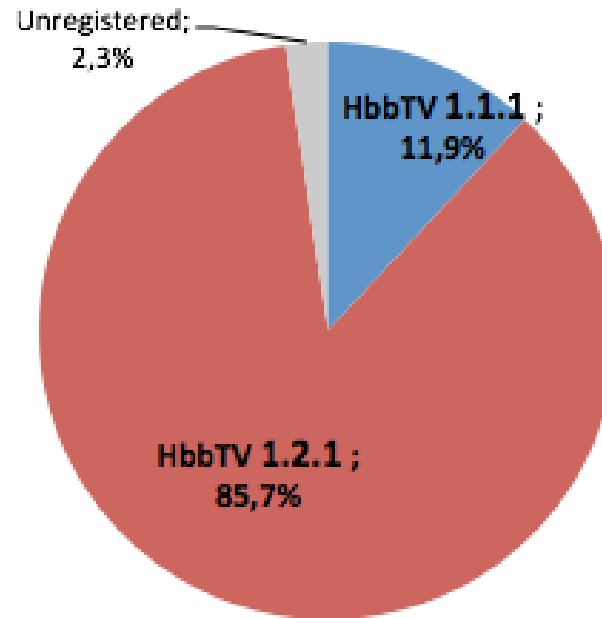
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## Interoperability Workshops





## Breakdown by HbbTV Version



\*Unique visitors HbbTV RTVE (september 2016)

# Current Services Available

## RTVE HbbTV Services

App	Description
Red Button home	Gateway to the different HbbTV services
+24	More than just a news TV channel: Up to 5 extra live news video streams and VOD
+TDP	Live streams of sports competitions & events
Clan	Children TV shows
4K	4 K videos/coproductions
Alacarta	Catch up video platform
News/Sports	Latest news, video highlights and sport results
Radio	RNE podcasts and multichannel audios
Special events	Pop-up channels for special events: elections, sport competitions

# Olympic Games



rtve

Últimos vídeos

Medallero

Programación



Official Broadcaster

Últimos vídeos ...

SALIR MENÚ

AGO 2016 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21

rtve  
Rio2016  
TDP - Programación  
Olímpica - 22/08/16 - 05h

Ceremonia de clausura:  
Highlights

rtve  
Rio2016  
Olympic News Channel -  
22/08/16 - 04h

rtve  
Rio2016  
TDP - Programación  
Olímpica - 22/08/16 - 01h

Ceremonia de clausura:  
Río 2016

rtve  
Rio2016  
Olympic News Channel -  
22/08/16 - 00h

Baloncesto: M.  
Serbia-EEUU. Final

rtve  
Rio2016  
La1 - Programación  
Olímpica - 21/08/16 - 22h

Voleibol: M. Italia-Brasil.  
Final

## Olympic Games



- Up to 19 live concurrent streams
- Volume of video streamed (DASH + HLS)
  - Live: 350 TB (10,5% of total live video)
  - VOD: 55 TB



## Multichannel Audio Content (DD+)



The screenshot shows the RNE website interface. At the top, there is a navigation bar with the following elements: Botón Rojo rtve.es, rne, radio clásica, radio 3, radio 5, radio exterior, and Ayuda. Below this, there are tabs for EN DIRECTO, PROGRAMAS Y PODCASTS, and DOLBY MULTICANAL. The main heading is "Programas con sonido multicanal" with the subtitle "Audios codificados con el sistema DD+". A list of programs is displayed, including "Ficción Sonora - Blade Runner" (1:15:02, 04 nov 2014), "Corre conmigo" - Burning - Conciertos Radio3 (0:06:09, 14 oct 2014), and "Suite del Cascanueces" de Tchaikovsky - Orquesta ... (0:24:23, 14 oct 2014). A video player at the bottom shows "Sonando: Ficción Sonora - Blade Runner" with a progress bar and playback controls. The bottom navigation bar includes Botón Rojo, A la carta, Información, Deportes, and Salir.

Botón Rojo rtve.es rne radio clásica radio 3 radio 5 radio exterior Ayuda

EN DIRECTO PROGRAMAS Y PODCASTS **DOLBY MULTICANAL**

### Programas con sonido multicanal

Audios codificados con el sistema DD+

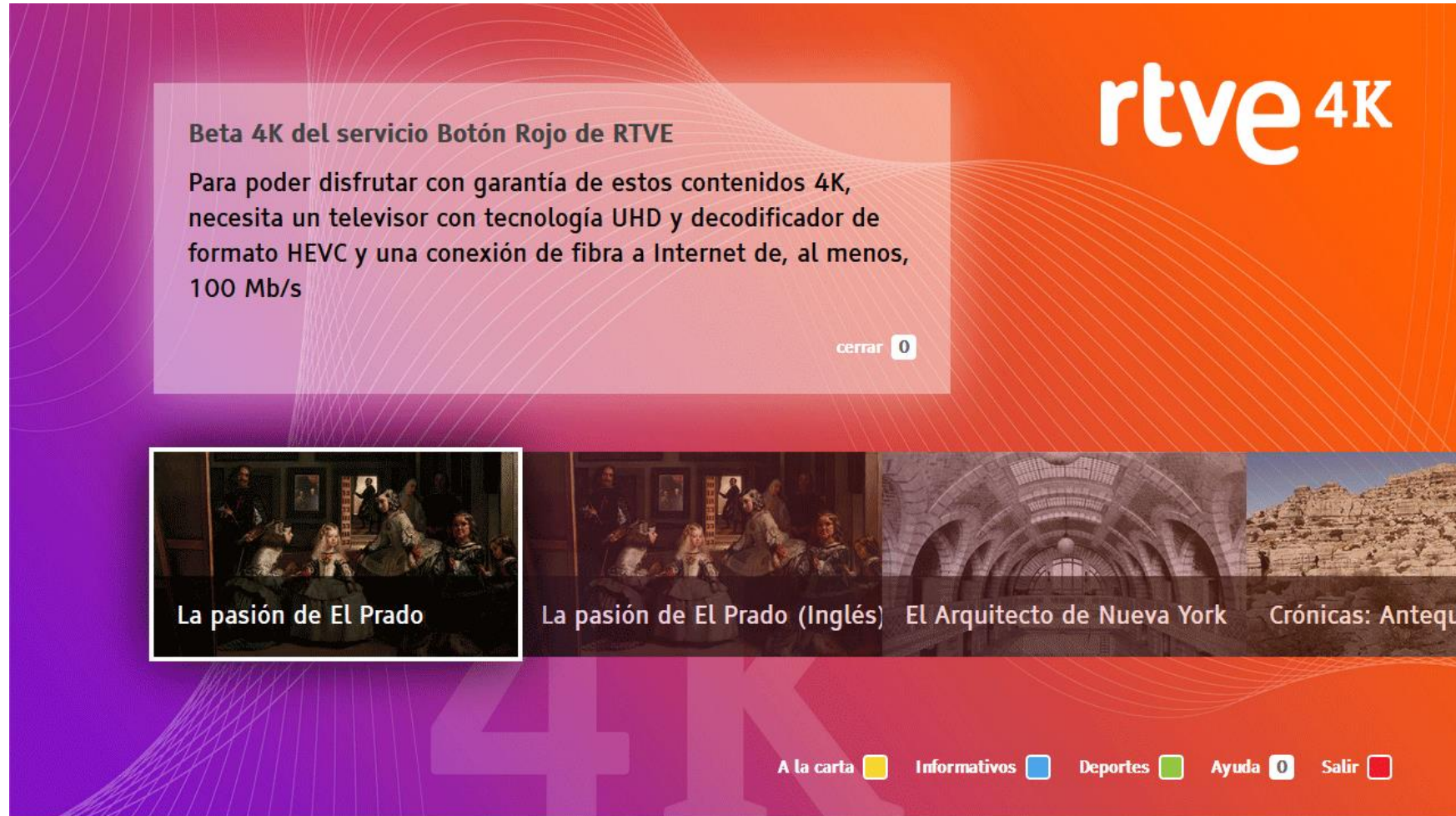
	 <b>Ficción Sonora - Blade Runner</b> 1:15:02	04 nov 2014
	"Corre conmigo" - Burning - Conciertos Radio3 0:06:09	14 oct 2014
	'Suite del Cascanueces' de Tchaikovsky - Orquesta ... 0:24:23	14 oct 2014

1 de 1

EN DIRECTO **Sonando: Ficción Sonora - Blade Runner** 1:15:02

Botón Rojo A la carta Información Deportes Salir

## 4 K Content



**rtve 4K**

**Beta 4K del servicio Botón Rojo de RTVE**

Para poder disfrutar con garantía de estos contenidos 4K, necesita un televisor con tecnología UHD y decodificador de formato HEVC y una conexión de fibra a Internet de, al menos, 100 Mb/s

cerrar 0

La pasión de El Prado    La pasión de El Prado (Inglés)    El Arquitecto de Nueva York    Crónicas: Antequ

A la carta 0    Informativos 0    Deportes 0    Ayuda 0    Salir 0

## TV3 – Catalanian TV



- Standard subtitling based on EBU-TT-D with customization features
- Alternative audio for VoD contents: Audio-Description & OST
- Big Data Analysis: user profiling, audience measurement



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## EITB – Vask TV

Regional Election Coverage: Multiscreen adaptation, device synchronization and communication

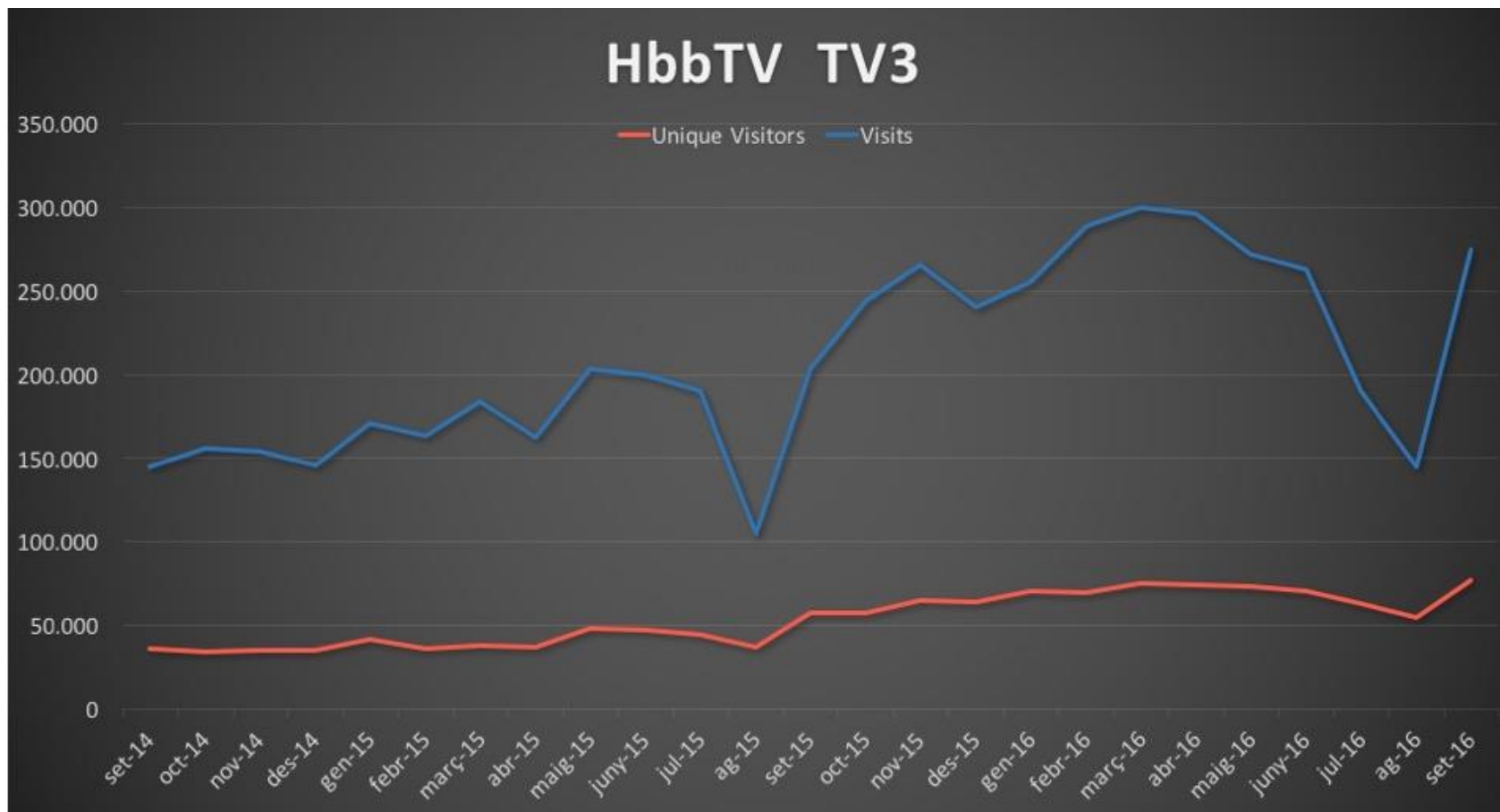


## RTVE Monthly HbbTV Traffic





## TV3 Monthly HbbTV Traffic



# Challenges

## Transition to HbbTV 2.0.1



- Deploy new technologies: HTML5, HEVC, application and content synchronisation, companion screens, etc.
- Minimize backward compatibility issues

## Enhance Consumer Awareness



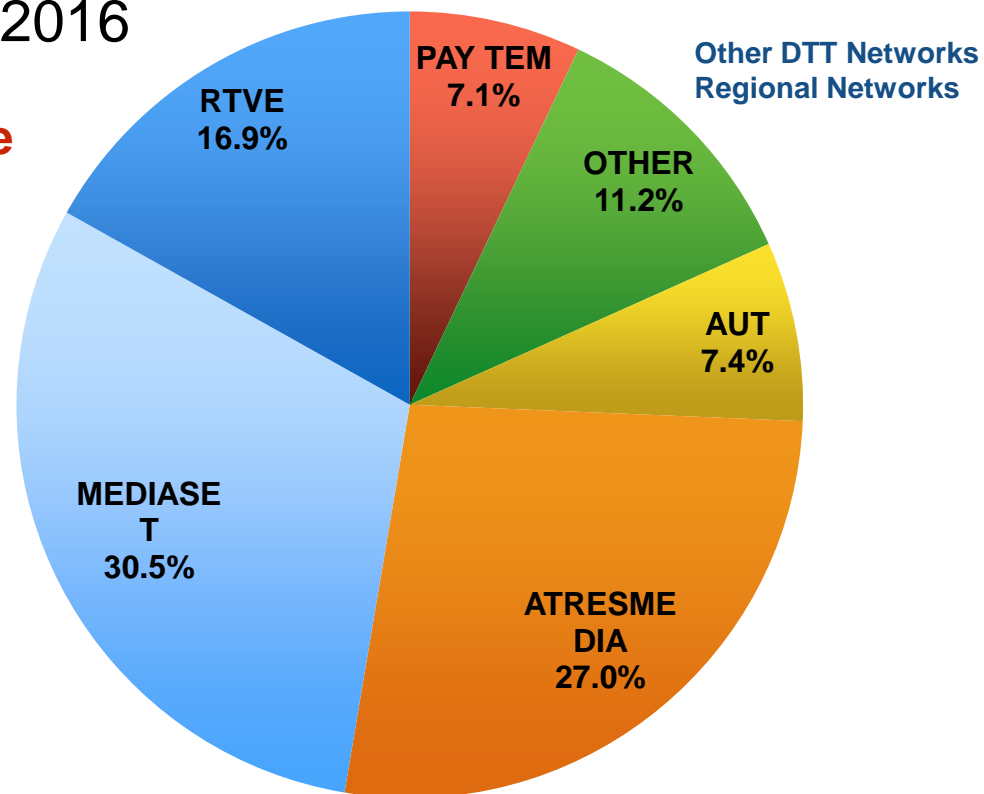
- Confusion: Red Button, Hybrid TDT, etc.
- Undifferentiation from Smart TV efforts
- Need for a unified industry communication strategy



## Increase Private Networks Involvement

Share by Media Group in 2016

**Public Networks 24,2% share**

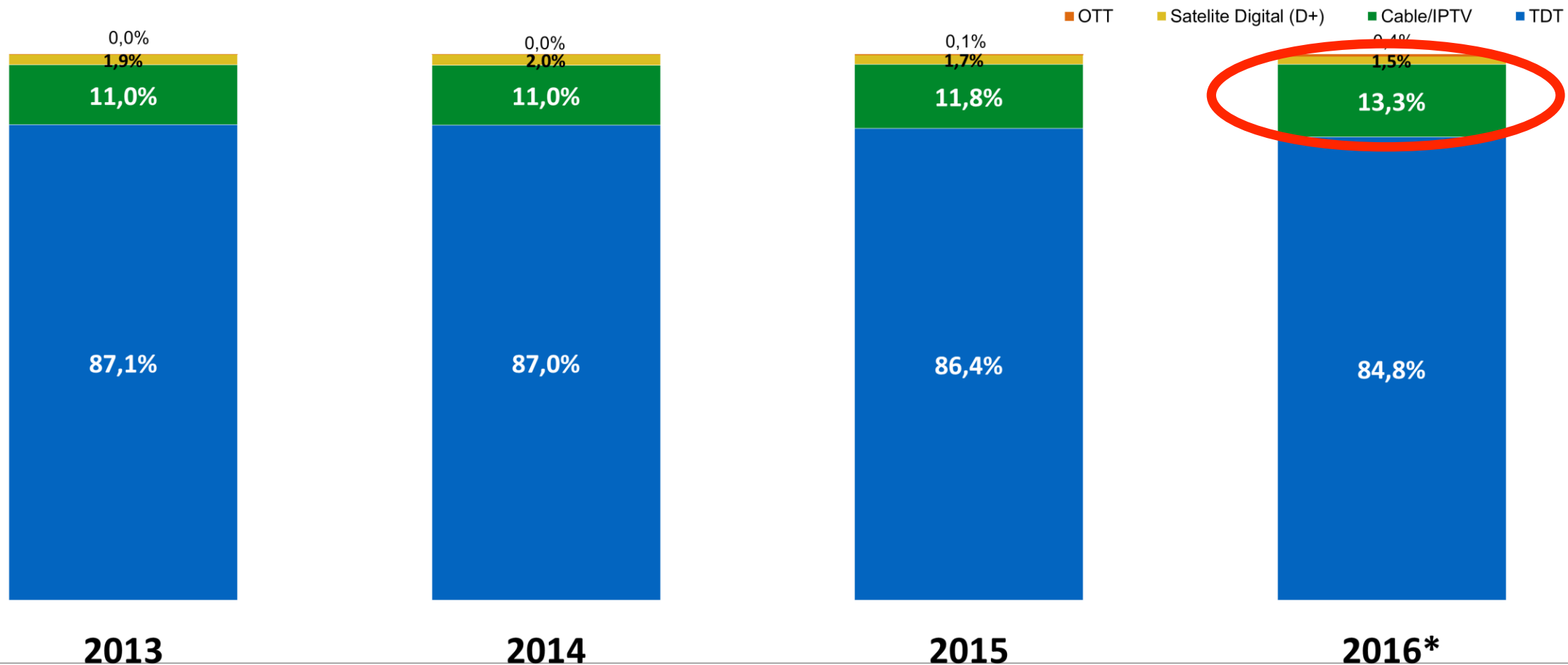


**Private Networks 57,5% share**



## Independent Discovery Application

TV Share Free To Air by Platform Media Group in 2016



Source: Kantar Media

#HbbTVSymposium

\*2016 hasta el 12/10

rtve

**THANKS!**

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 @nachogom