



HBBTV AND THE CONNECTED CONSUMER

WHERE ARE WE TODAY ?

Jürgen Boyny

HBBTV Symposium Madrid, Oct 18th / 19th 2016

1

**Living in a connected world.
How far are we already connected?**

2

**Global TV market development.
Is TV still a “sexy” product for us?**

3

**Connected TV and HbbTV.
Evolution of a new user experience?**

4

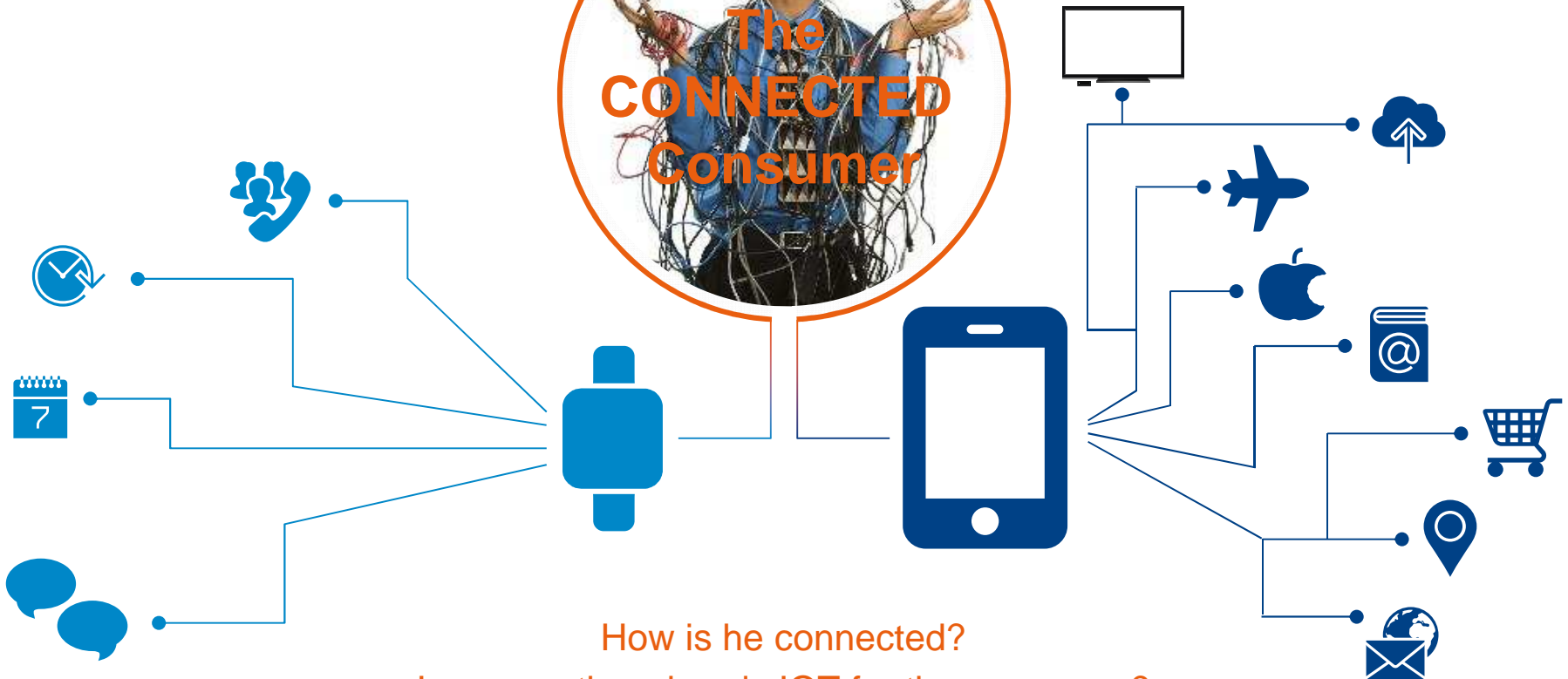
**Outlook on TV.
What will be TV for us in the future?**

Living in a connected world

1



The
CONNECTED
Consumer

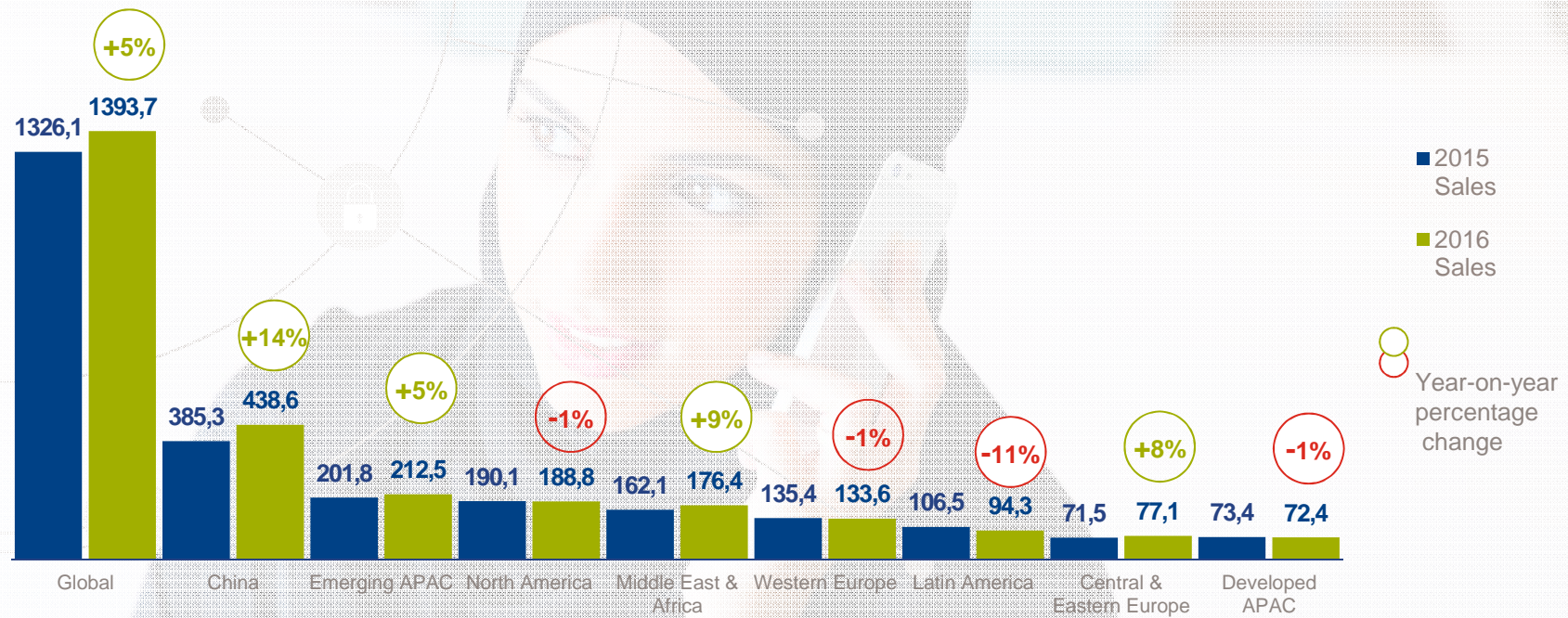


How is he connected?
Is connection already IOT for the consumer?



CONNECTIVITY TODAY
IS OFTEN MOBILE CONNECTIVITY

2016 close to 1,4 Billion Smartphones Saturated regions indicate a decline

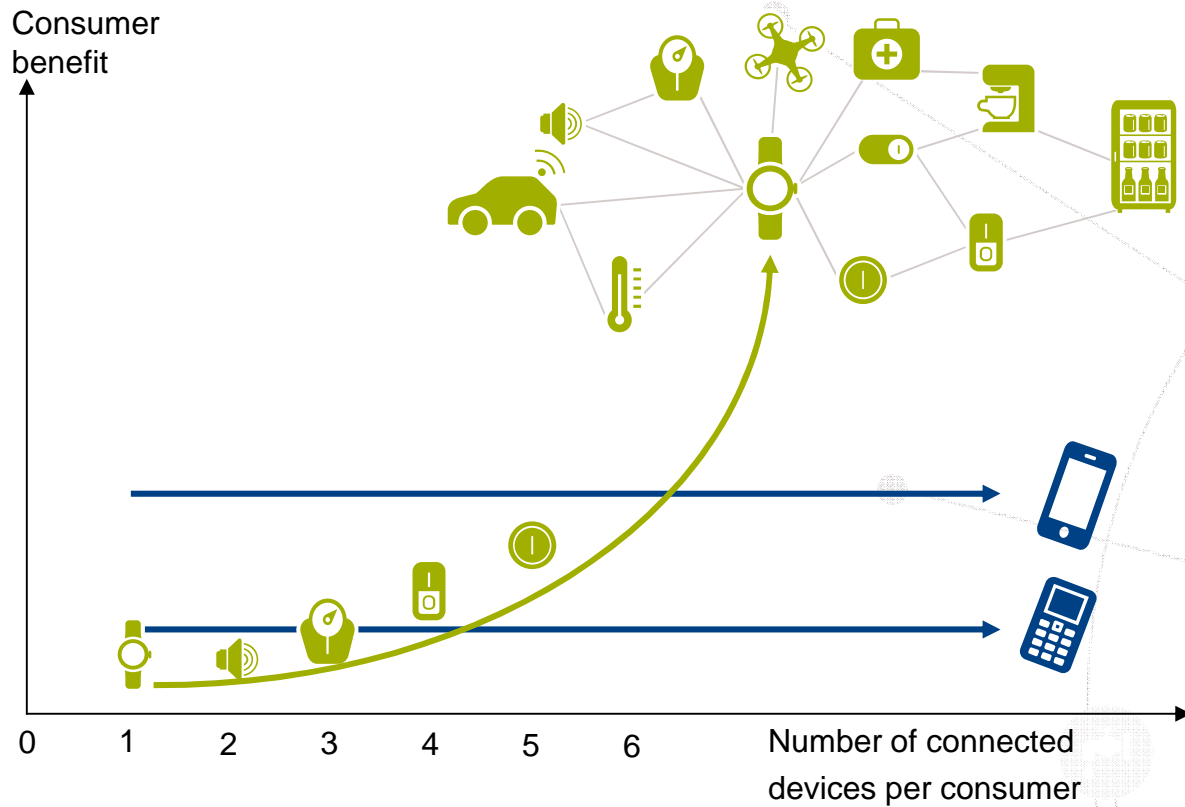


Source: GfK Trends and Forecasting, August 2016

One of the most asked questions during IFA.

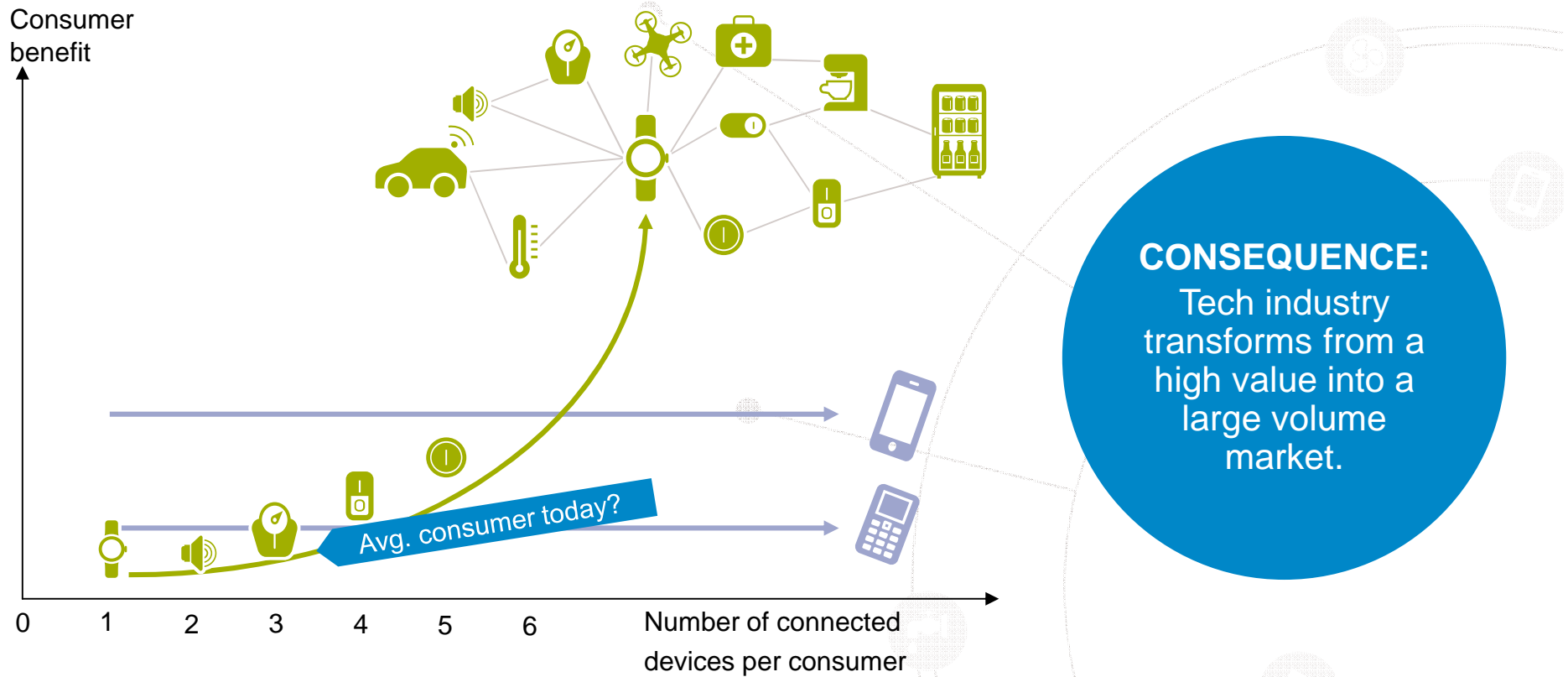


There will be no next “**big**” thing but many connected small things that will drive growth of future tech markets.



So far most “big” things had an unmatched benefit (high value) but a **saturation level of one device** per consumer

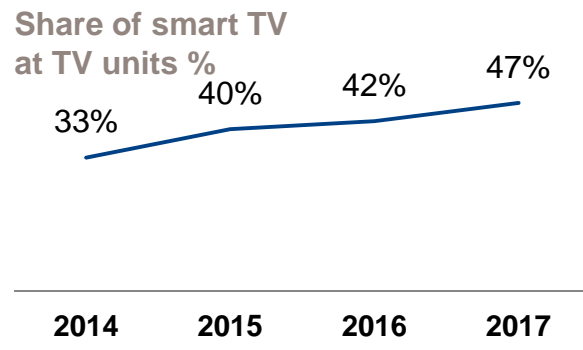
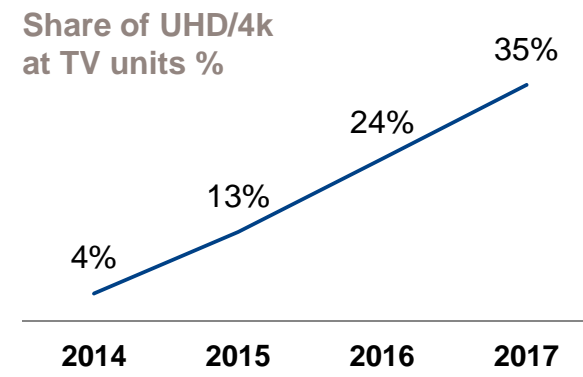
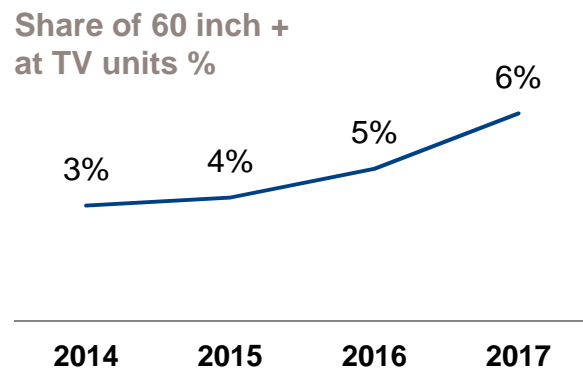
There will be no next “**big**” thing. But many connected small things driving growth of future tech markets.



Global TV Market Development

2

Living room 2016: TV market in consolidation phase - demand driven by innovation and larger screen sizes



In 2016
8.3 MIO units curved TV
0.6 MIO units OLED TV

Source: Digital World by GfK Boutique, August Update
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Connected TV and HbbTV

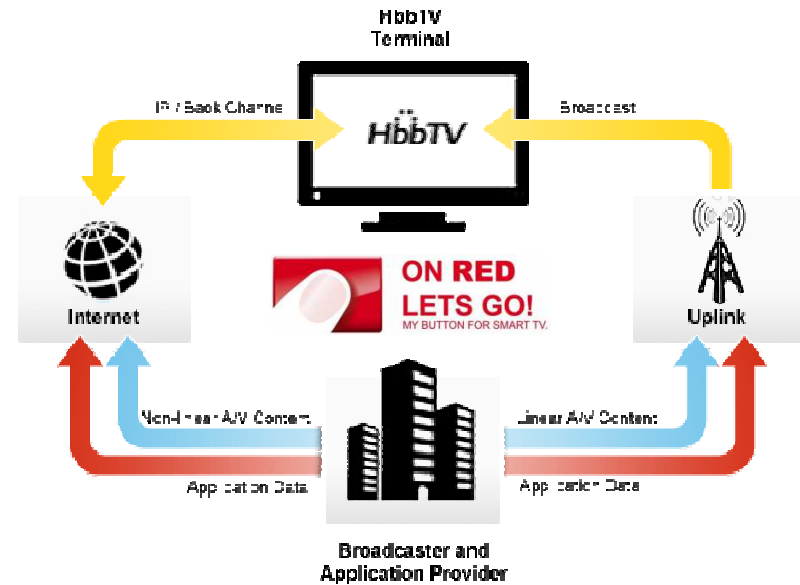
3

HbbTV born to integrate Internet and Broadcast Content



Technology presented as win-win for both customers and content provider

“Hybrid broadcast broadband TV is a global initiative (started by DE and FR) aimed at harmonising the broadcast and broadband delivery of entertainment services to consumers through connected TVs, set-top boxes and multiscreen devices”



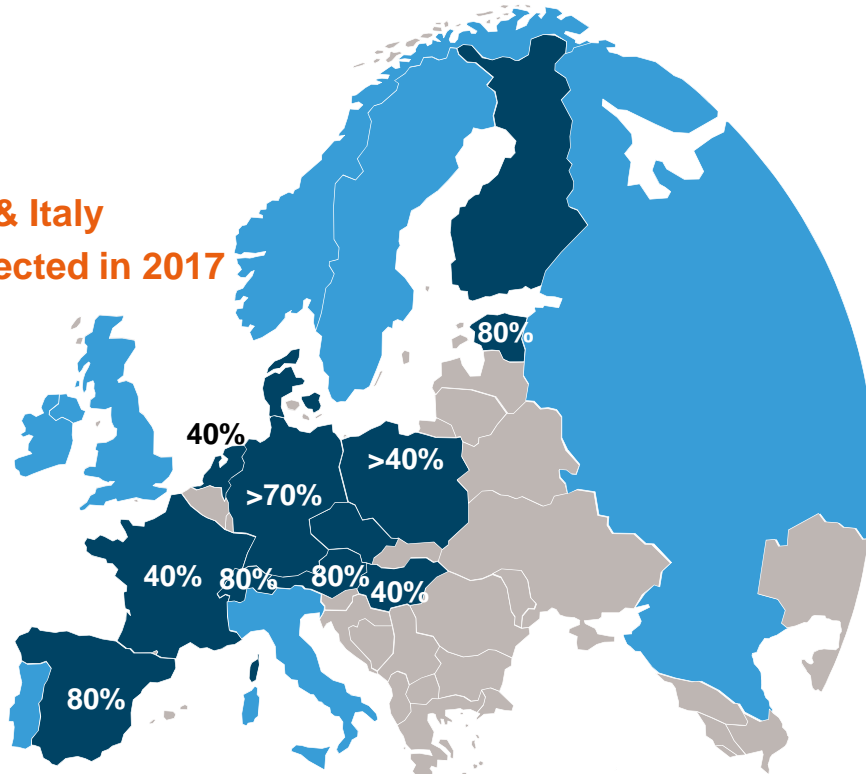
<https://www.hbbtv.org/> Accessed on 16 September 2016

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HbbTV deployments and approx. market penetration (%) in Europe/Worldwide

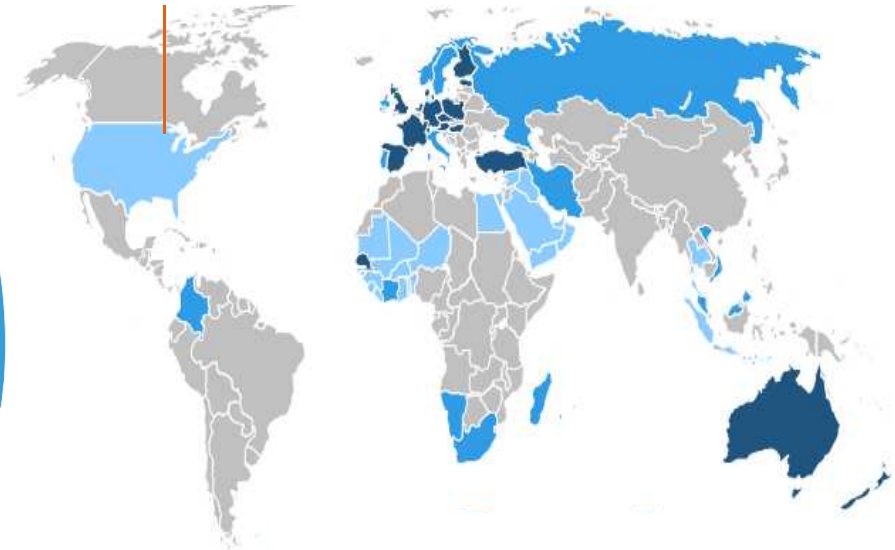


UK & Italy expected in 2017



*USA - ATSC is in active liaison with HbbTV to use the HbbTV 2.0 technology as part of ATSC3.0

**ATSC 3.0 standard not yet finalized (expected for Q2 2017). Will also include 4K/UHD, HDR, WCG, Dolby AC-4



Announced/ In trials Under consideration In regular operation



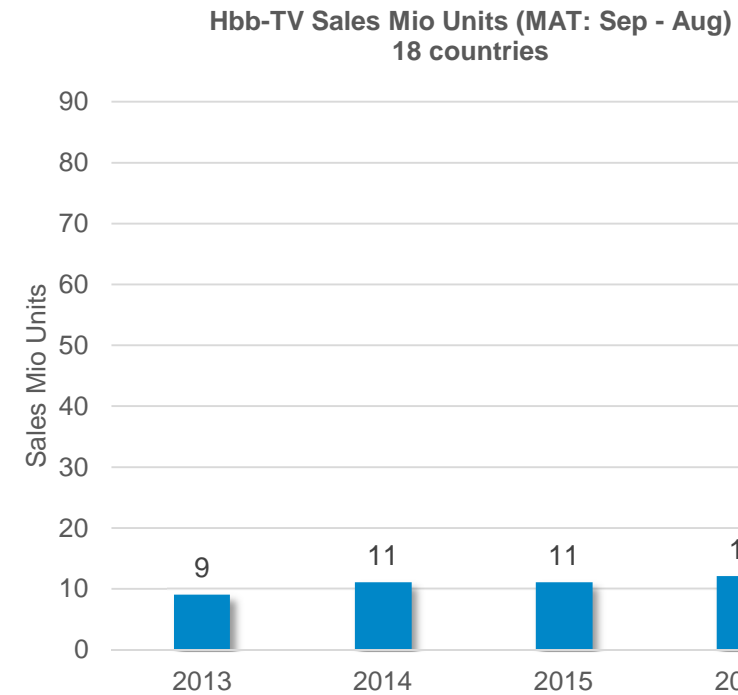
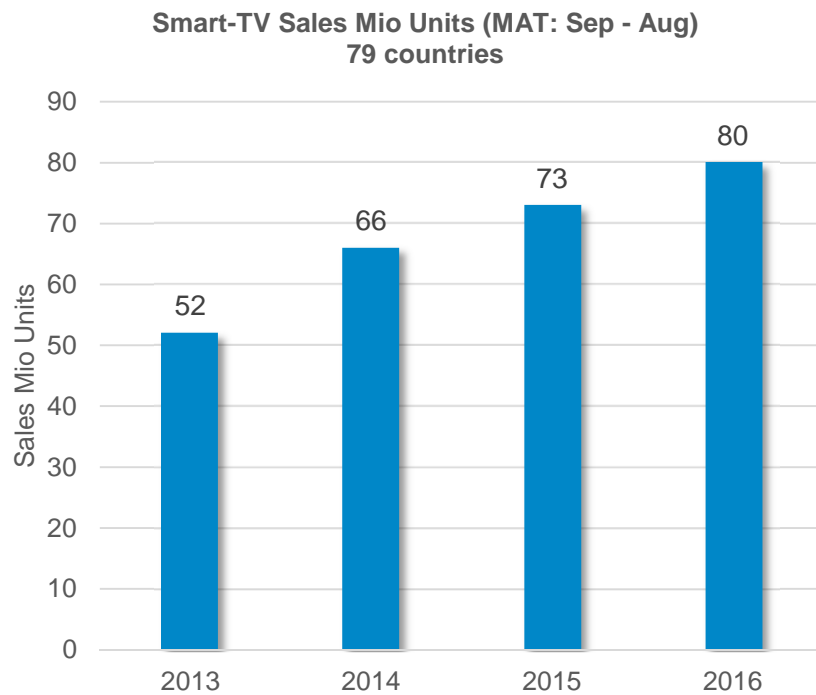
Source: HbbTV Symposium – London, 8th and 9th December 2015
http://dtg.org.uk/publications/HbbTV/2_RegisSaintGirons_HbbTV_Presentation.pdf
<http://www.profiles-digitaltesting.com/media/28676/hbbtv-flier-2015.pdf>

**<https://www.cnet.com/news/at-sc-3-0-what-you-need-to-know-about-the-future-of-broadcast-television/>



More 40% of global TV sales in 2016 are Smart TV

Smart TV / HbbTV Global Sales (w.o. North America)



- DE
- FR
- ES
- CH
- AT
- CZ
- HU
- PL
- NL
- DK
- FI
- EE
- TR
- SA
- AU
- NZ
- MY
- VN

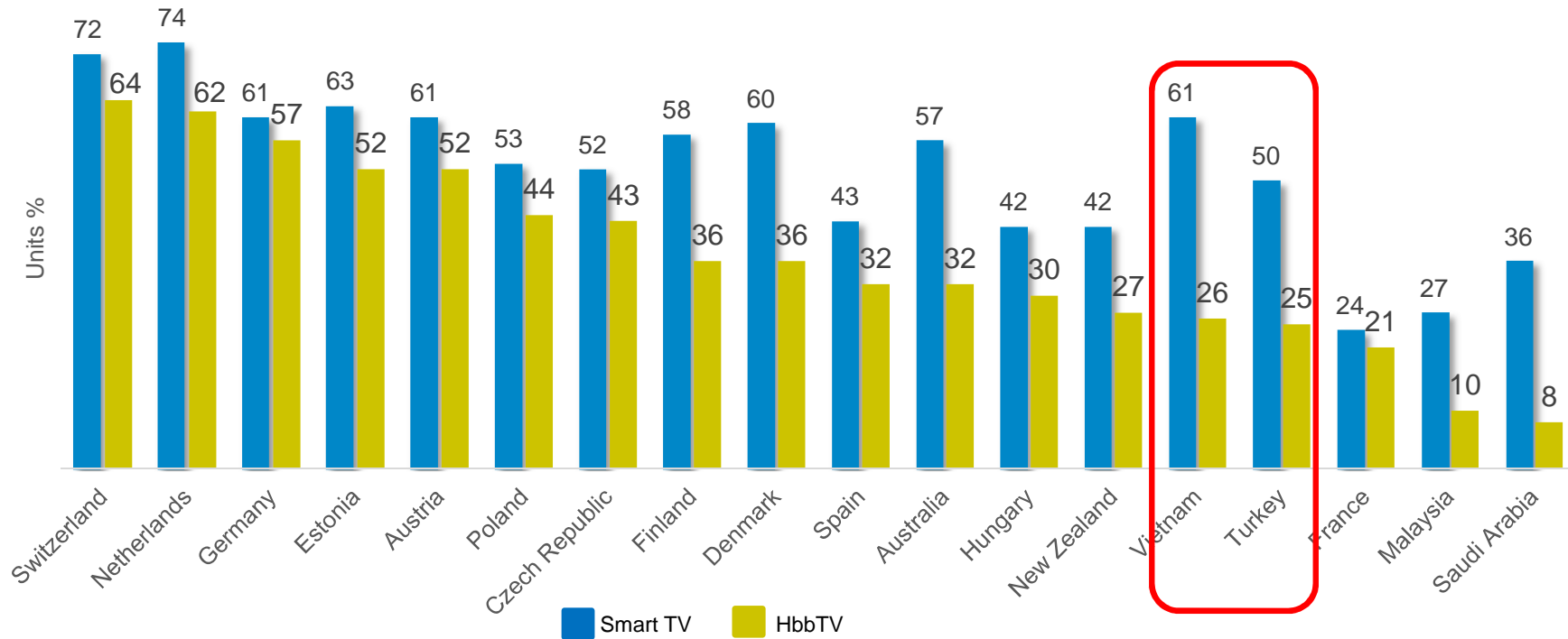
Source: GfK POS Measurement
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Going into HbbTV countries

Western European Countries are ahead in Smart TV and HbbTV



Smart TV / HbbTV Share (Units %) – MAT Sep 2015-Aug 2016

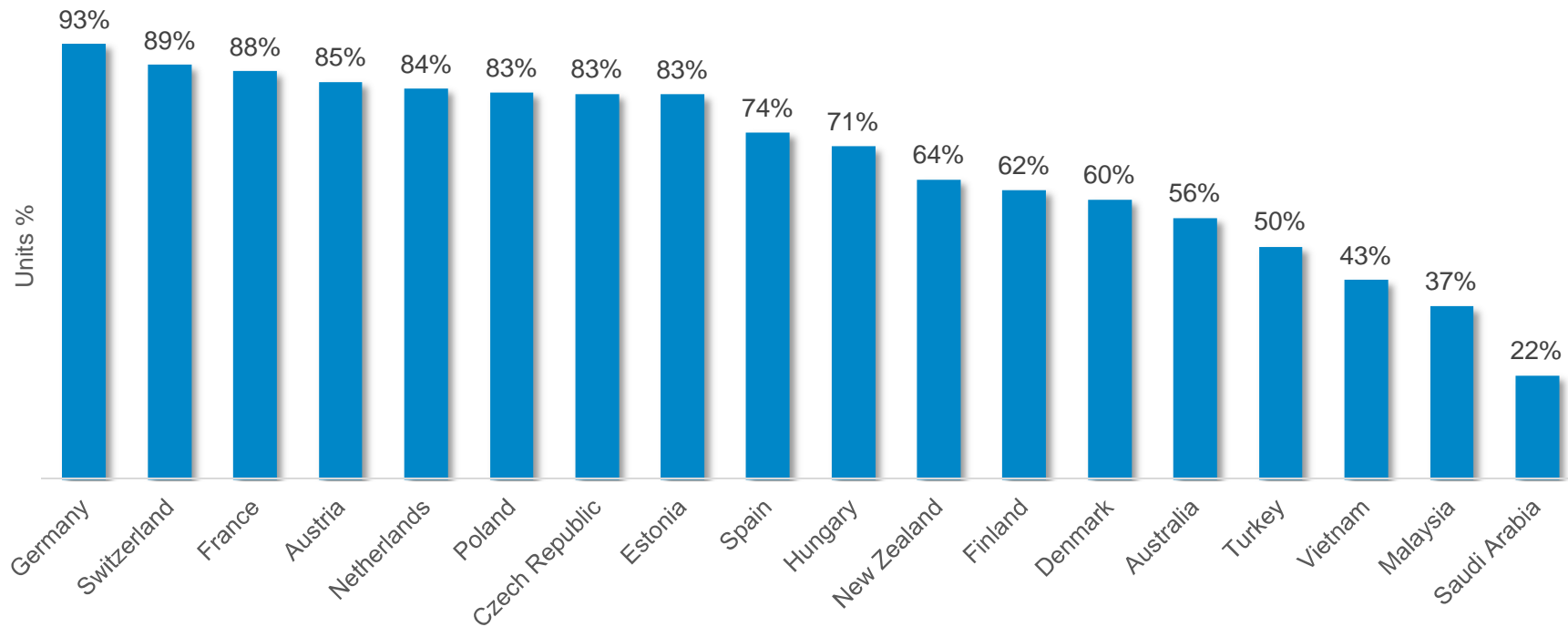


Source: GfK POS Measurement
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If HbbTV is established attachment rate to Smart TV is close to 100%.

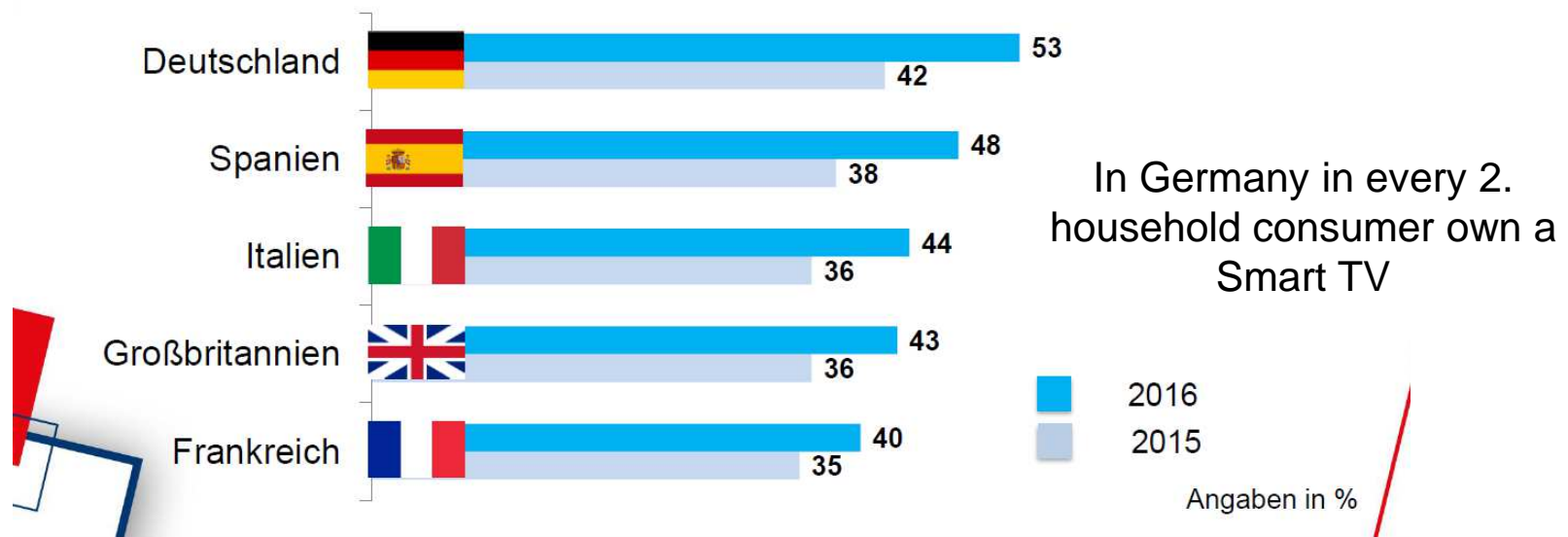
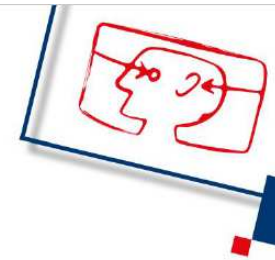
Share of HbbTV at Smart-TV %



Source: GfK POS Measurement
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External survey: Smart TV in Europe –shares go up constantly. In every 2nd German HH is already a smart TV. Connection rate is however lower.

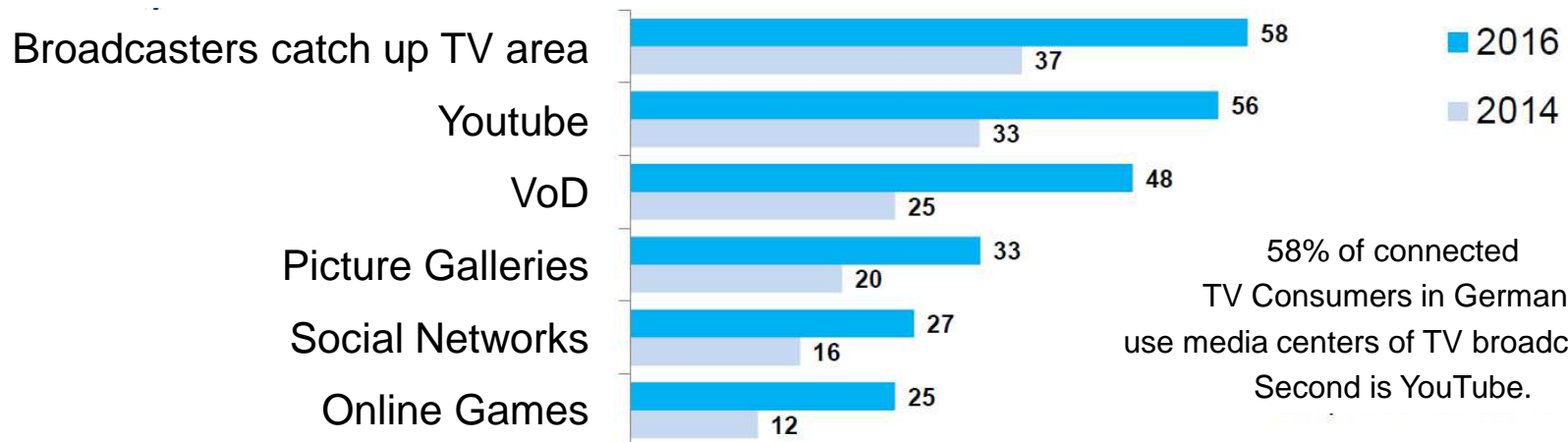
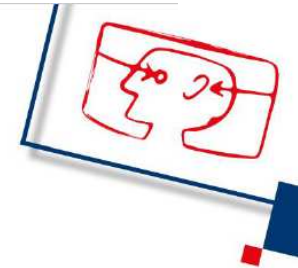
Smart TV Household Penetration in Europe



Source: gfu
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External survey: Smart TV usage in Germany – the broadcasters “catch-up TV” area is most used. Followed by youtube.

How is connected TV used ?



58% of connected TV Consumers in Germany use media centers of TV broadcasters. Second is YouTube.

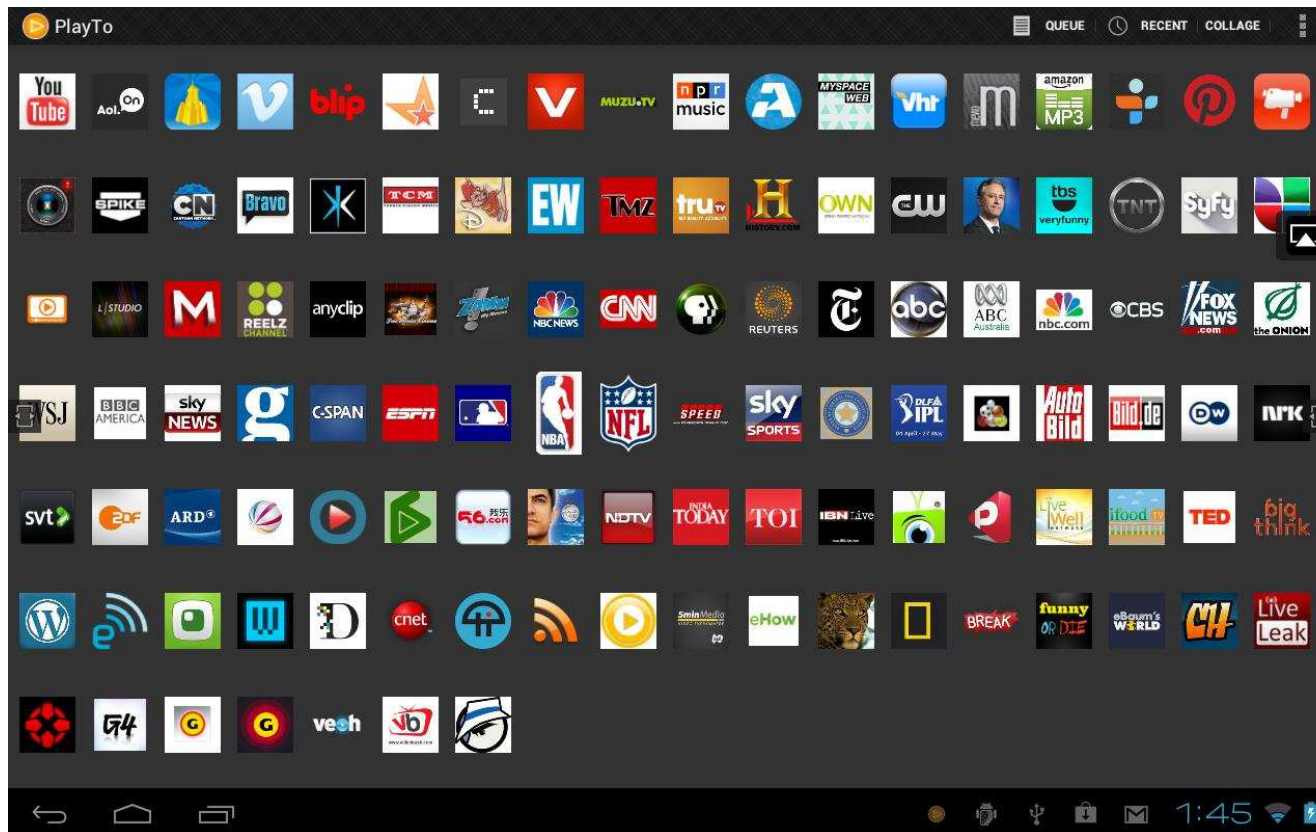
Deutschland, Angaben in %

Source: gfu
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Outlook on TV

4

However: Consumer has the experience of APPs



Is „Red Button“ in competition to APPs on TV?



WHAT DOES CONSUMER WANT?

- Consumers want their most favourite content.
 - Does not matter from where it comes from.
 - Does not matter when it is on TV.
- Watching TV they want to have additional information.
- Most of the consumers do not understand technic like “digital” or “connectivity”.
- In their mindset they have things like TV-broadcasters, YouTube, Netflix, Amazon, but most likely not “HbbTV”
- They know their remote control → as it is easy to use



Technology:
yes, please.
But **convenient**
and easy-to-use!

Consumers'
patience is
fading fast.

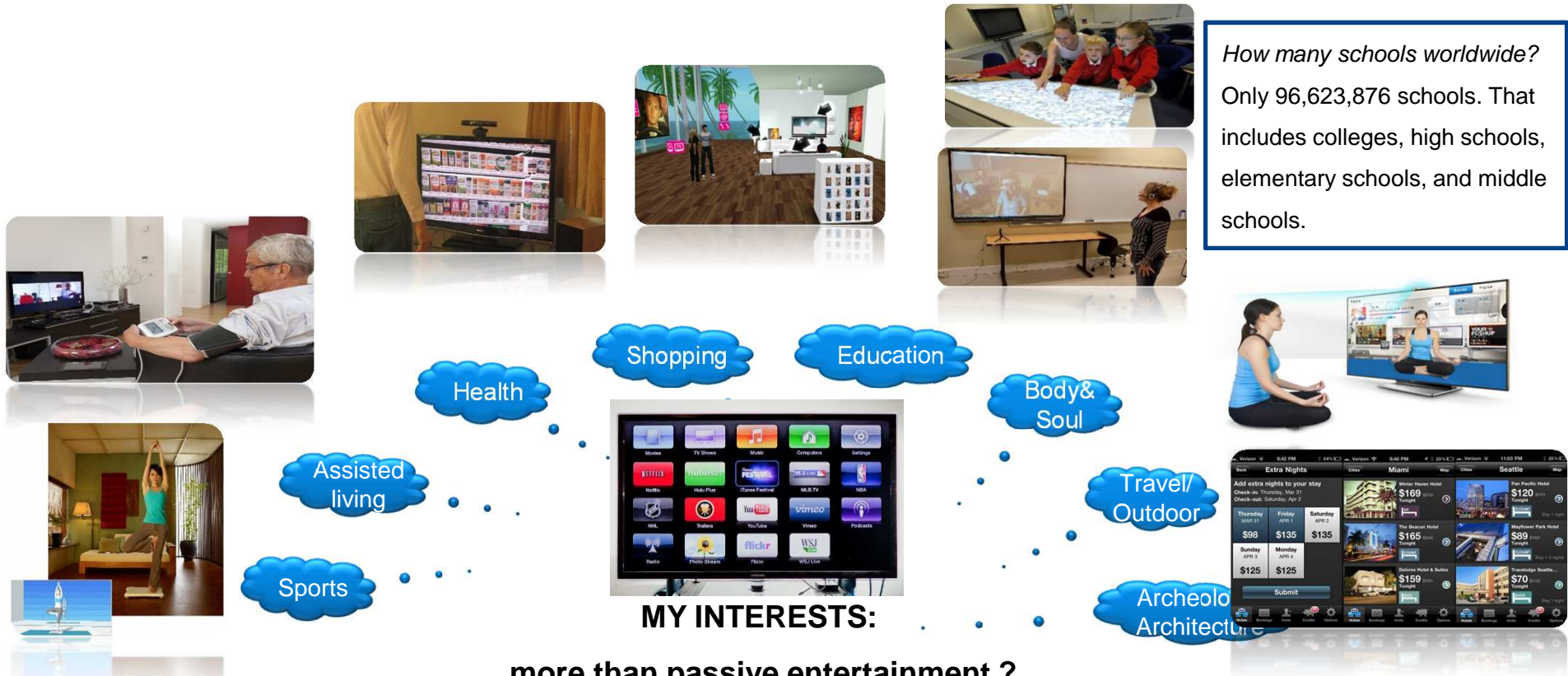
54%
of global consumers agree,
“If a new technology product
is not simple to use, I lose interest.”
Up 8 pts from 2010

Convenience
= Freedom

The single **most important** attribute
of smartwatches to the consumer is
convenience.



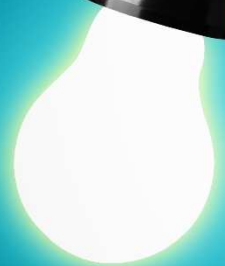
As for Smartphones, apps on TV can completely change the consumers approach on what to do with a TV



How many schools worldwide?
Only 96,623,876 schools. That includes colleges, high schools, elementary schools, and middle schools.



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THE EXPERIENCE OF CONNECTED TV
HAS JUST STARTED FOR THE CONSUMERS.

THANK YOU

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