

HbbTV Vision

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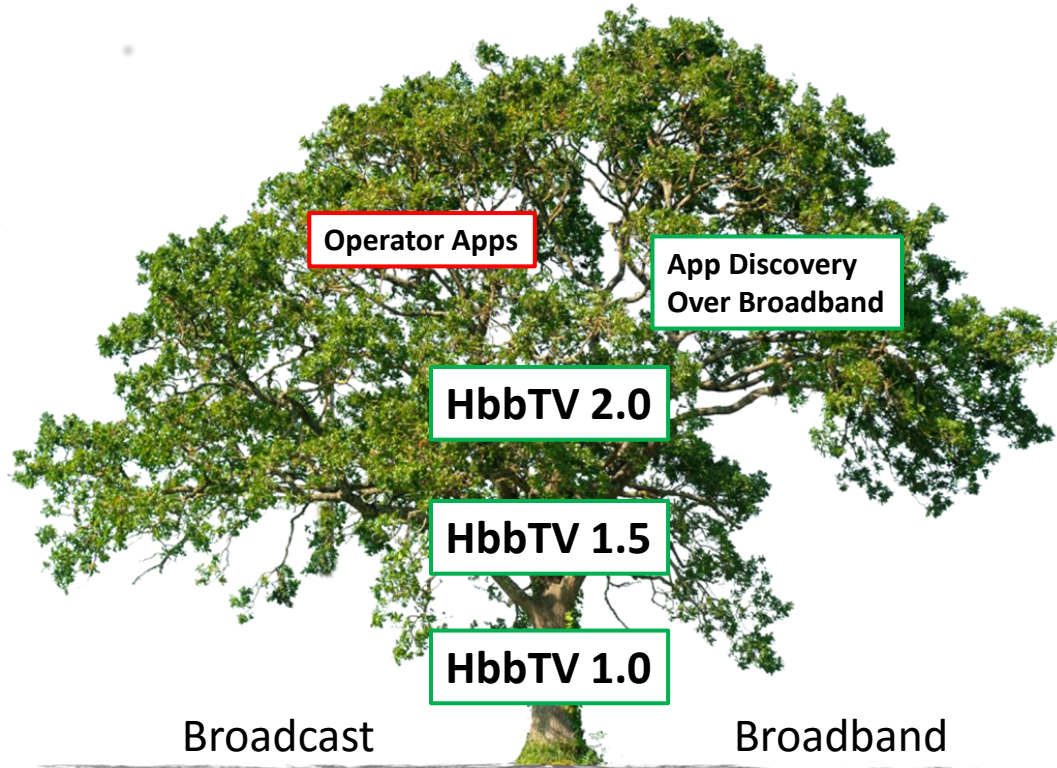
**Grow take-up
by markets**



**Grow
attractiveness
for stakeholders**



Continued Developments keep HbbTV up-to-date



Unified Technology Platform for TV



Operator



Broadcaster



OTT

USP: Broadcast AND Broadband (Internet)



Broadcast made HbbTV a Success Story



Leverage for Commercial Services

HbbTV 2.0 brings many tools which enable the creation of commercially viable services in Broadcast



Harmonize Broadcast Platforms

Broadcast technology tends to be driven by national objectives
→ fragmentation



From vision to reality

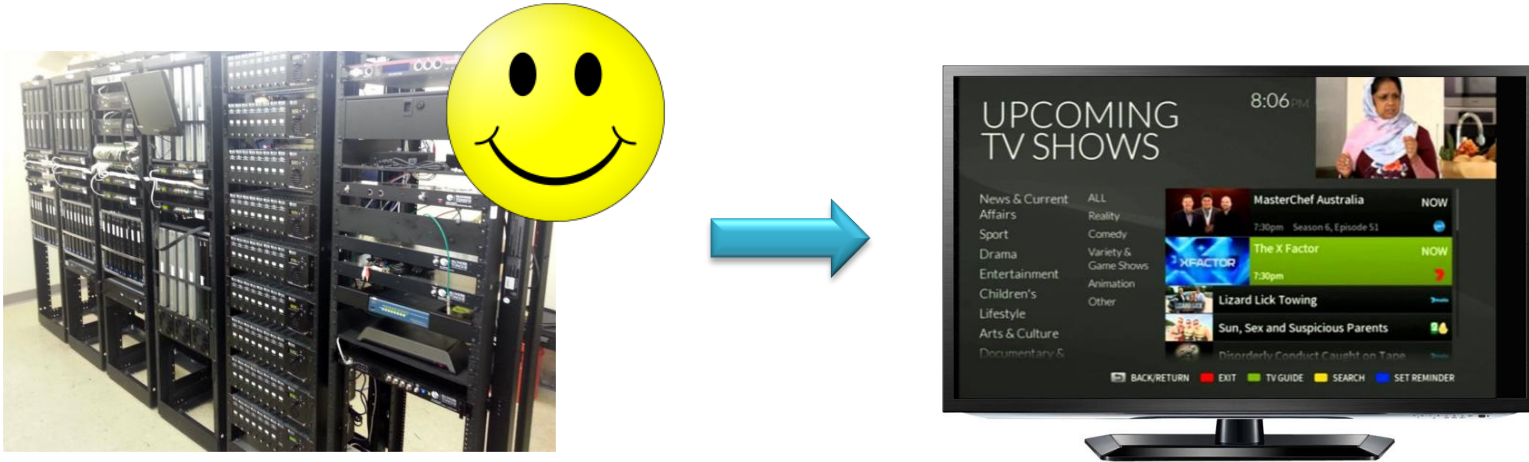
HbbTV fosters the global harmonization of technology platforms
→ economies of scale benefit the entire eco-system

Make HbbTV suitable for Operators

Integration of OIPF

HbbTV started specification work on operator apps

- Broaden technical reach
- STB-less option



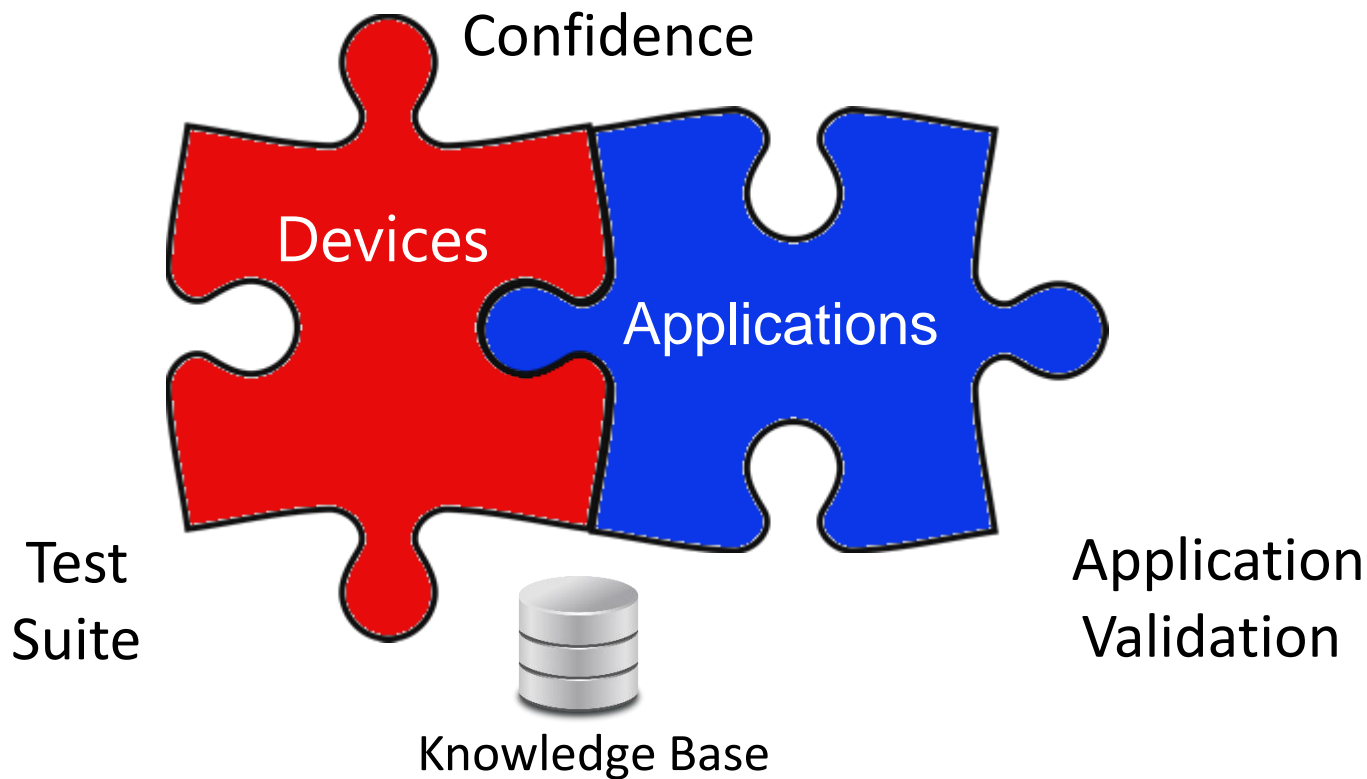
HbbTV is OTT

HbbTV's momentum in broadcast are on-demand services
→ effectively these are OTT services



Vision: strengthen the perception and positioning in OTT





Make it easy to publish services



Improve Market Message

- Get benefits and capabilities heard
- communicate best practice
- Emotional story about benefits



The Future of HbbTV is Bright!

HbbTV



Thank you for your attention

Dr. Klaus Illgner-Fehns
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