

HbbTV in Greece

The ERT Platform

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HbbTV in Greece

- Greece only recently became a member of the HbbTV global initiative.
- Launch date: Mid-November 2017.
- Provider: ERT – Greece’s Public Broadcaster.
- All services available free of charge, to every citizen.



Strategic advantages of HbbTV

- Improve users' quality of experience.
- Innovative and interactive television services.
- Future-proof and adaptive audiovisual services' eco-system.



Technical aspects

- Based on 1.1.1 version.
- HTML, CSS, JavaScript, PHP, MySQL, etc.

Services included in current version:

1. Catch-up video service
2. VoD platform.
3. LiveStream channel
4. EPGs (Electronic Program Guides)
5. A real-time stream service of all 27 radio stations



Future apps

- Educational
- Accessibility services.
- Weather services
- Social media integration
- Interactive apps upon the adoption of HbbTV 2.1.



Launch and challenges

- Agreements with all major TV set manufacturers
- Promotional and instructional campaign
- Regulatory interventions
- Establishing ERT's HbbTV as the users' "everyday habit"

- Looking forward to collaborating with HbbTV members



Thank you for your attention!



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