



tivù

The Italian **HbbTV** Conformance
Regime

HbbTV Symposium,
Rome, 17-18 October

TIVÙ



TIVÙ WAS FOUNDED IN ORDER TO HELP ITALY IN THE DIGITAL TRANSITION

TIVÙ LAUNCHED ITS SERVICES IN JANUARY 2009 ON THE DIGITAL TERRESTRIAL PLATFORM AND IN **JULY 2009 ON THE SATELLITE: TIVÙSAT.** LAUNCHED THE **OTT ECOSYSTEM IN DECEMBER 2013: TIVÙON.**



THE LABELS

TIVÙ HAS BEEN PRESENT IN THE MAIN FREE-TO-AIR ITALIAN PLATFORMS WITH ITS QUALITY LABELS FOR MHP DEVICES IN THE PAST AND FOR HBBTV DEVICES NOW



HBBTV ITALIAN CERTIFICATION REGIME

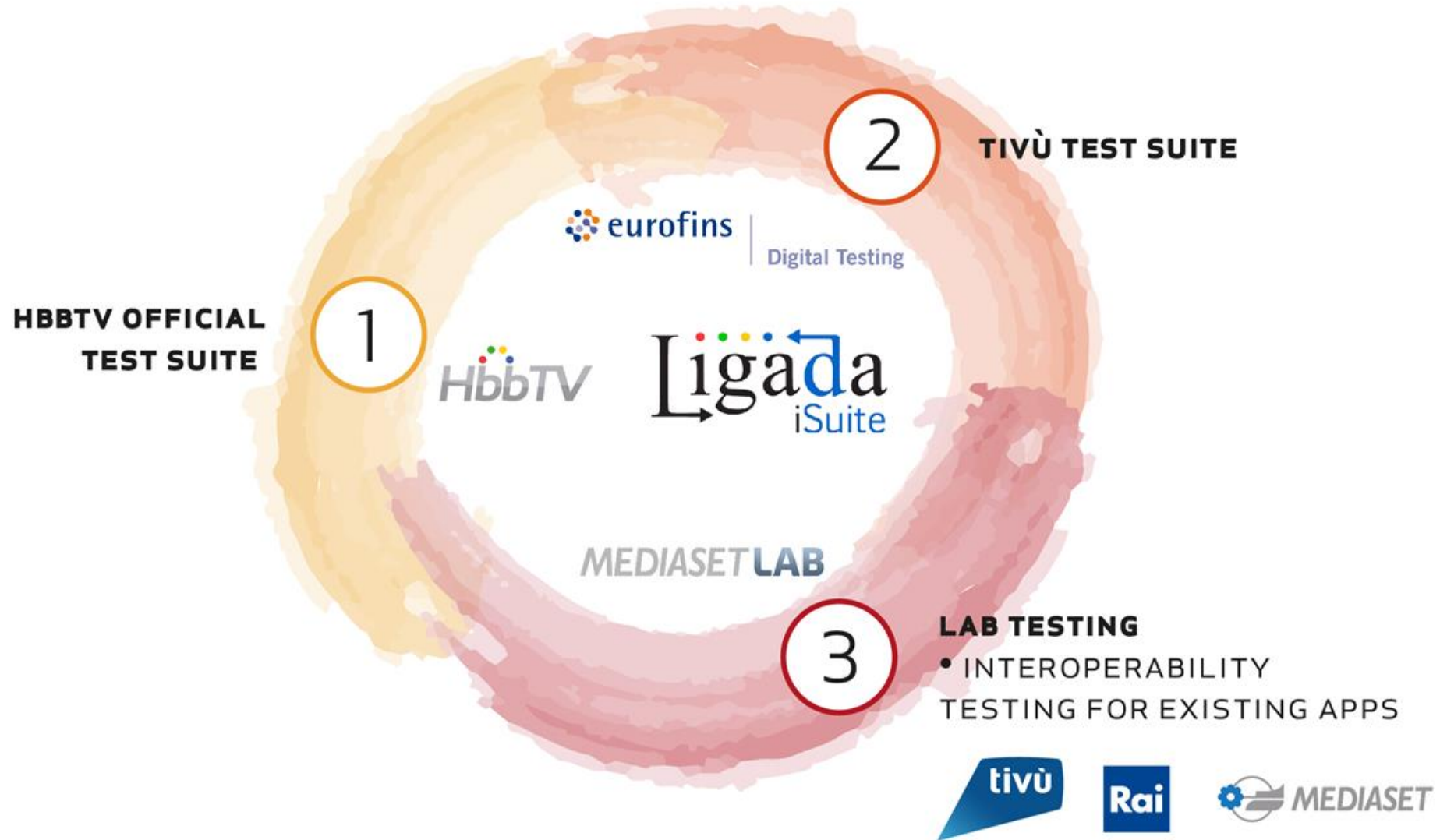
WHEN DESIGNING THE HBBTV CERTIFICATION REGIME TIVÙ HAD MANY GOALS IN MIND:

- **AVOID** INTEROPERABILITY ISSUES
- **BETTER SUPPORT** TO TV AND STB MANUFACTURER
- **SIMPLIFY** THE WHOLE CERTIFICATION PROCESS
- **REDUCE** CERTIFICATION COST

IN ORDER TO ACHIEVE THIS TIVÙ HAS:

- CREATED THE **TIVÙ TEST SUITE**
- PUT THE FOCUS ON TESTING THE APPLICATIONS
- STARTED TO BUILD A COMPLETE ZOO OF HBBTV CERTIFIED RECEIVERS

THE DEVICE CERTIFICATION TODAY



DEVICE CERTIFICATION ROADMAP

TIVÙ IS WILLING TO INCLUDE IN ITS CERTIFICATION REGIME ALL THE TV AND STB MANUFACTURER OPERATING IN THE ITALIAN MARKET! THE HBBTV CERTIFICATION REGIME HAS STARTED WITH SAMSUNG'S 2017 PLATFORMS.





CERTIFICATION REGIME: FUTURE EVOLUTION

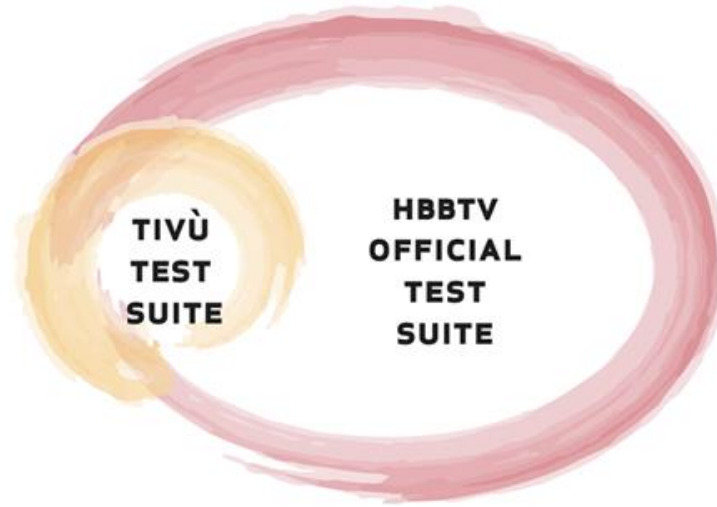
STARTING FROM 2018

1



UNIQUE QUALITY LABEL

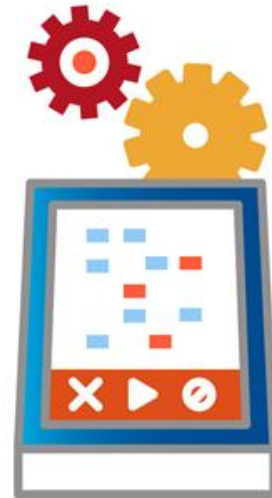
2



UNIQUE TEST SUITE

3

MEDIASETLAB



DEVICE CERTIFICATION (TV, STB, CAM)
APPLICATION TEST AUTOMATION
INTEROPERABILITY ZOO TEST

GRAZIE