



Making Free TV better for the UK Consumer

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Show Reel





UK TV Platforms

Free	 <p>Freeview youview</p>	 <p>Freesat</p>	
Pay	 <p>youview from BT and TalkTalk</p>	 <p>sky</p>	 <p>Virgin media</p>
	Terrestrial (DTT)	Satellite	Cable

Freeview Play & HbbTV



How we've benefited from HbbTV

- Enabled us to progress our TV strategy and reach more devices
- First global content partner to use DVB DASH (with ad-insertion)
- The specification promotes technical consistency and allows economies of scale
- It's mass-market and is the UK industry standard for existing and entrant manufacturers

What we've learnt

- Having a single, common specification has allowed us to accelerate our strategy
- However, a single spec is still open to interpretation
- Hardware and software differ greatly between manufacturers
- Typically you only get one chance with a TV

What's next

- We see the standard being key to progressing our IP offerings on TV
- Freeview Play is now the defacto standard for existing and entrant manufacturers
- We're exploring how we can use the technical capabilities to further merge linear and IP
- Working with other joint ventures and partners to adopt the spec

Thanks

A large, semi-transparent, stylized 'itv' logo is centered on the page. The background is a blurred photograph of a crowd of people at a festival or concert, with many hands raised in the air. The logo consists of a lowercase 'i' in a light tan color, a lowercase 't' in a dark brown color, and a lowercase 'v' in a light brown color. The 't' and 'v' are connected at the base.

itv

A small, colorful 'itv' logo is located in the bottom left corner. The 'i' is blue, the 't' is green, and the 'v' is yellow. The logo is in a bold, lowercase font.

itv