

Vision for HbbTV

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Chair Marketing and Education Group, HbbTV

43 Million Devices



- Italy
- UK
- Nordig
- Spain



Early Visibility

Main

Maintenance

Spring

Summer

Autumn

- 
- Operator application (OpApp)
 - Application discovery over broadband (ADB)
 - IPTV Specification

HbbTV DASH-DRM Reference Application

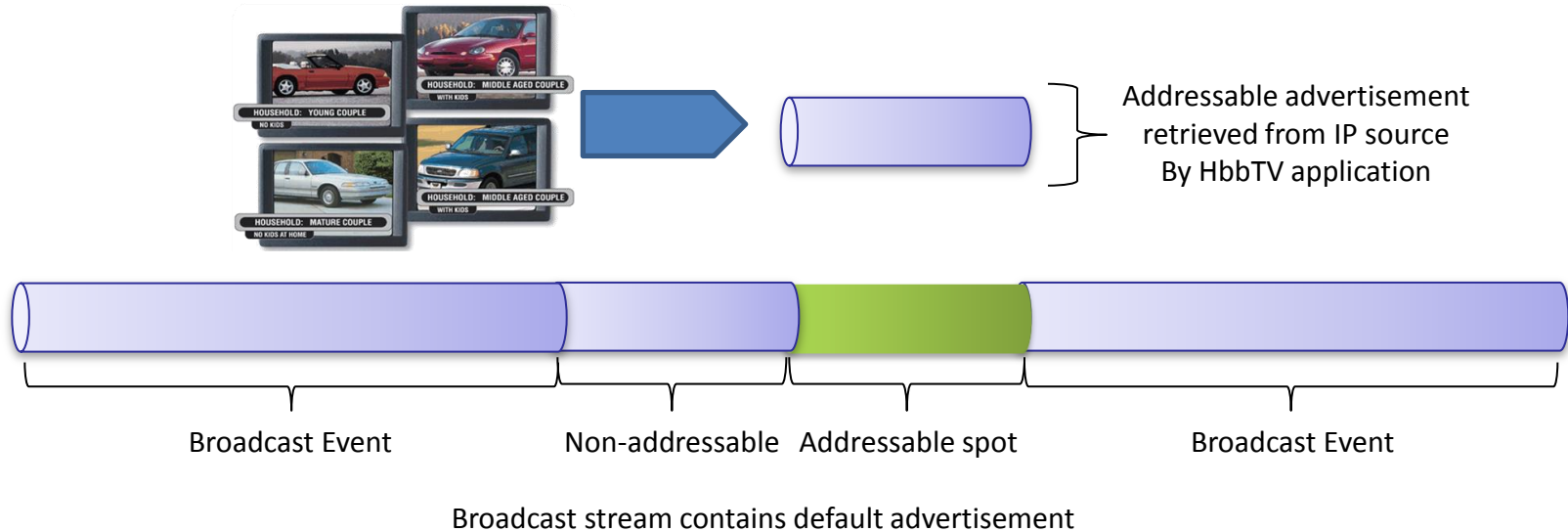


In the next year

- HbbTV 2.0.1 Errata
- Three test suite releases
- HDR, HFR and NGA support
- ADB phase 2
- Publishing OpApp and test suite
- Release and ongoing work on the Reference DASH-DRM Application
- Marketing and promotion collaboration with DVB

Some very soon

Addressable Advertising





Thank you for your attention

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