

Call for Speakers for the 7th HbbTV Symposium 2018

If you would like to speak at the 7th HbbTV Symposium 2018, beginning of November in Berlin, please send us an outline of your proposed presentation on the theme of *'Growing Value Through HbbTV'*. Please send your max. 200-word abstract and 150-word speaker biography to heinrich.haase@htbc.de, by August 31st, 2018.

We welcome speakers on the following topics, particularly when supported by case studies of live services. Submission of additional topics will also be considered.

Business:

- Reviews of new and existing HbbTV deployments in different markets and countries
- Using hybrid broadcast and broadband to improve television for viewers from the perspectives of:
 - Consumers (and/or Consumer organizations?)
 - TV and other device manufacturers (e.g., supporting multiscreen services)
 - Operators and Service Providers
 - Broadcasters (both public service and commercial)
- Advertising and other means of monetizing the hybrid broadcast and broadband approach to television
- Experiences in promoting and marketing HbbTV
 - From a Technology perspective
 - From a Business Development perspective
- GDPR & ePrivacy – Experiences with balancing consumer privacy with service evolution in an HbbTV-enabled world
- Rights management and content protection in hybrid TV services.

Technology:

- HbbTV and Multiscreen services
- Delivering advance viewing experiences (including Ultra-high definition, high-dynamic range and next generation audio, and Virtual Reality/Augmented Reality)
- Cutting edge innovations and technology in the deployment of HbbTV-enabled services and devices
- Targeted advertising in an HbbTV-enabled world
- Experiences with operator applications and content discovery services
- Tools and techniques for developing and testing HbbTV applications and services
- HbbTV and other standards – DVB, ATSC 3.0, etc. – What can we learn from one another and how can we work together effectively?
- Rights management and content protection in hybrid TV services.