

Call for Speakers for the 7th HbbTV Symposium 2018

If you would like to speak at the 7th HbbTV Symposium 2018, on 14th – 15th 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.