HbbTV Spanish success stories

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Spanish HbbTV Market

38M TV sets in Spain

- HbbTV 1.5 (12%)
- HbbTV 1.0 (12%)
- TV sets with no HbbTV (76%)

900k HbbTV TV sets sold in first half of 2018

TV Share per distribution systems (2017)
- FTA 77%
- DTT 77%
- PayTV 13%
- Cable 10%
- IPTV 9%
- Sat 3%

TV Share per Media group (2017)
- Mediaset España: 28.7
- Mediaset: 26.5
- RTVE: 16.7
- Vocento: 3.1
- Prensa Editorial: 2.7

Source: June 2018 GFK and Cellnex
Source: Barlovento Comunicación (kantar media data)
“Botón Rojo” HbbTV services are available in all RTVE channels
Regional broadcasters are also offering good and successful HbbTV apps
A broadcasters alliance

A common service to enhance Broadcast TV viewing experience
Has been designed to have:

- The Best **User Experience**
  - Easy to use UI
  - Accurate start end time
  - Broadcast related

- The most **reliable** service
  - Robust architecture
  - Device testing
  - White Listing

- The biggest **impact**:  
  - For all HbbTV 1.5 devices (if possible)
  - The bigger broadcasters
Plans to grow:

- Adding **more channels**
  - DTT broadcasters in Spain are invited to join

- Adding **more features**
  - Personalization, advertising,…

- Adding **more TV sets**
  - More testing on more TVs

- Adding **more devices**
  - Mobiles, tablets,…
Thank you

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