• Launched in Sep ’14 with HbbTV 1.5

• Certification managed by Freeview

• 6 x HbbTV services
  • All (5) major broadcasters and FV+
HbbTV IN AUSTRALIA

- Currently 4.06m receivers in market
- Around 85-90% of all receiver sales or 100% of all major and medium size manufacturers
- More than 98% are fully certified
- HbbTV 2.0 mandated in 2018
- Est. HbbTV penetration – 41% of all Aust. Households
- Green (FV+) and Red (b’caster) button entry
A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine.
WHAT’S WORKED?

• **Strict certification** – mitigating interoperability issues
• Now own a test centre
• Securing manufacturer commitment
• **Cross promotion** – brand ingredients strategy
• Dedicated TV campaign – **33 weeks of year**
WHAT HAVE WE LEARNED?

- Significant consumer education and retail support needed in first 3-4 years
- Keep coloured button need to a minimum
  - Provide navigation using arrows/OK
- Users want to find everything from first screen:
  - Mini guide – scroll channels
  - Search – always present
  - Catch up (On Demand) – easy access
- More work to do on surfacing personalisation
• After four years we no longer focus on what FP is, how to get it etc.
• New focus is – use it... green button
• TV Campaign S4 of Freemans family and ‘Douggie’, their dog
A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine.
THANK YOU