Growing the TV Business with HbbTV

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7th HbbTV Symposium & Awards 2018
14th – 15th November 2018 | ESMT Berlin
OTT wave is accelerating

+63% viewing hours

Source: Conviva State of the Streaming Industry Q3 2018. Conviva scope is not exhaustive of all video streaming (e.g., Netflix not included)
OTT looks more and more like “TV “

Growth in Plays vs Q3 2017

- TV = 57% (+9 pp.) of viewing hours
- Mobile/Tablet: 57%
- PC: -18%
- Connected TV: 145%

54% of viewing hours = Long Form Content

x2 plays

75% of streaming = Virtual MVPD

Connected TVs deliver the best streaming experience of all devices, and as a result saw a 145% increase in plays while PCs declined by 18%.

Source: Conviva State of the Streaming Industry Q3 2018. Conviva scope is not exhaustive of all video streaming (eg Netflix not included)
Non-Linear & OTT more and more important

2016: 6%

2017: 10%

Source: Eurodata TV worldwide
Broadcast/TV industry facing major challenges

- User habits / preferences changing
- Smart & Powerful OTT players take advantage of these changes in consumer habits
- Hyper-choice of high quality content
- (Premium) content circulates in new/unconventional circuits
- Data driven marketing / addressable advertising favoured by advertisers
Broadcast Challenges and HbbTV

• Broadcast(ers) are not the “born-losers” of this change of paradigms
• They (just) have to make the turn and adapt
• embracing and (re) appropriating for themselves the OTT/digital paradigms
• Not to replace their traditional broadcast proposal, to complement and enrich it

These challenges can be met with HbbTV
The mission of HbbTV

• Enriched TV experience for consumers
• Open-standard
• TV sets & STBs
• Broadcast-rooted, Broadcaster friendly
• New monetization possibilities; addressability
• Massive reach
What have we done lately?

- OpApp (Dec 2017)
- HbbTV 2.0.2 (Feb 2018); NGA – HDR - HFR
- 2018-2 Test suite (July 2018 - 2,000 tests)
- DASH DRM Reference App (July 2018)
- …
New Members (last 12 months)

- Amlogic
- ERT
- Google
- Kineton
- Rai
- Roku
- Sky
- Skyworth
HbbTV at the heart of the TV transformation in Europe

- Transition traditional Broadcast to “Managed Broadcast Platforms”
- Bridge Broadcast & OTT

HbbTV provides the technology foundation of these platforms
What’s next?

Engaged

- Targeted Advertisement
- ADB = application discovery over broadband

Possible - TBC

- New OTT technology integration (eg: AV1, ..)
- B2C features (eg: voice control)
- B2B features (eg: TA)
- .....

New!
HbbTV will issue and manage a 5 years roadmap

Please Join!
HbbTV Association needs to work (even) harder to fully deliver the HbbTV promise to the market

- Keep up in developing the test suite (validated tests)
- Sustain and motivate a growing community of developers
- Stimulate (and inform on) availability of compliant devices
- Faster adaptation to surrounding technologies
- Meet new user needs (and detect them)
- Coach / evangelize future HbbTV users (countries, operators, ..)
- Limit fragmentation effects of “National Books”
- GDPR / e-Privacy
In summary

• Content is King… but Context is Queen!
• Broadcast / Broadcasters need to evolve to protect relevance and preference
• OTT / Hybrid/ User Experience is a large part of it
• HbbTV is the way to integrate OTT in classical TV world
• B2C side = services
• B2B side = advertising & data
• Accelerating adoption and interest

HbbTV = the path to grow the TV business together
Thank you!

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