HbbTV
An excellent partner on the way of Innovation

Francesc Mas CCMA S.A.

7th HbbTV Symposium – Berlin 2018
HbbTV - An excellent partner on the way of Innovation

- The red button of Super3 HbbTV
- New services on CS within EasyTV & ImAc projects
- Login service & personalised content recommendation
- How HbbTV can help on broadcast monitoring
The Red Button of Super3

On July 2017 the CCMA launched a new **HbbTV app specifically designed for the kids**

Super3.cat app promotion:
- Broadcast promotional video campaigns 2017 & 2018
- CCMA website.
- Official press release.
- Special dynamic HbbTV hook
The Red Button of Super3

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The Red Button of Super3

Children content consumption by platform (monthly time spent)
Children content consumption by platform (monthly time spent)

- Vod kids content consumption
- 55% of online consume is now through HbbTV
- HbbTV consume x8
- Total online increase of 75%
New Services on CS

European projects with CCMA participation

Audiovisual accessibility challenge:
• to foster wider availability of accessible media offerings to everybody
• to provide equal access to audio-visual services for all users, especially for persons with various degrees of disabilities (focused to visual, hearing and mobility impaired).

EasyTV & ImAc european projects are both targeted with this challenges
New Services on CS

- Develops media improved access services
- Makes distribution of novel accessibility features with enhanced multimedia visual and sound experience.
- Makes the production, management and distribution more easy, more flexible and more cost-efficient.
- Improves the personalization and interaction experience for all.
New Services on CS

EASY TV SERVICES

EasyTV: Easing the access of Europeans with disabilities to converging media and content

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New Services on CS

- Explore how **Accessibility Services** can be integrated with **360º Immersive Media**
- Enable truly Inclusive, Immersive and Personalized Multi-Screen Experiences
- End-to-End Workflow: From Production/Edition to Consumption
- User-Centered Design
New Services on CS

Synchronized content consumption:

• TV Directed content on HbbTV

• 360º immersive content (vídeo & audio) on CS
Login service & personalised content recommendation

- **Content recommendation** launched on web for logged users
- **Next steps:**
  - Deploy on **HbbTV & apps**
  - Open to not logged users
Login service & personalised content recommendation

- Content recommendation will also consider live, broadcast and broadband content consumption.
How HbbTV can help on broadcast monitoring

In April 2018 CCMA moved its channels to bring them together in a single MUX

31st May it was foreseen to close 3HD broadcasting on MUX2

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How HbbTV can help on broadcast monitoring
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Data collected from HbbTV allowed to measure the state of re-tunnig

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How HbbTV can help on broadcast monitoring

TV3HD in MUX1 (new)

TV3 SD in MUX1

TV3HD in MUX2 (old)
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Conclusions

• New HbbTV services with engaging features and personalized access services help to increase audiences

• HbbTV 2.0.2 allows further innovation and even more engaging content and applications, where CS will help to enjoy

• Powerful tools and data gathering – opportunity for data analysis
  • to improve the recommendation of contents beyond VoD
  • to monitor much more than the audiences
Time for questions?

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