

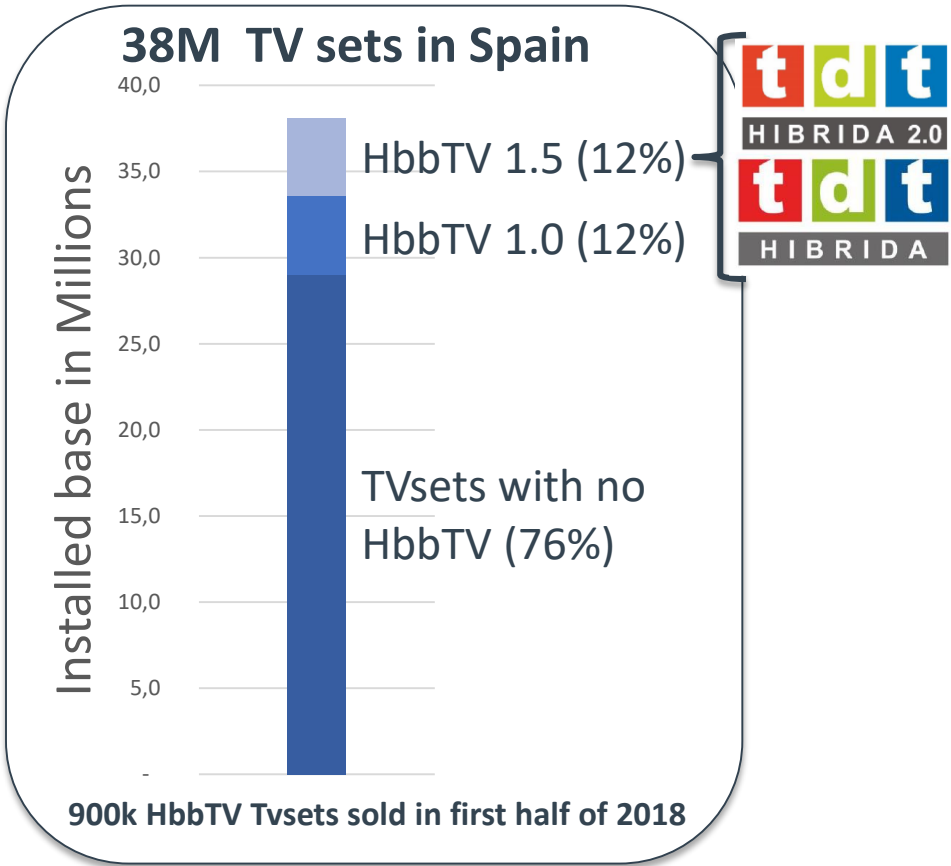


HbbTV Spanish success stories

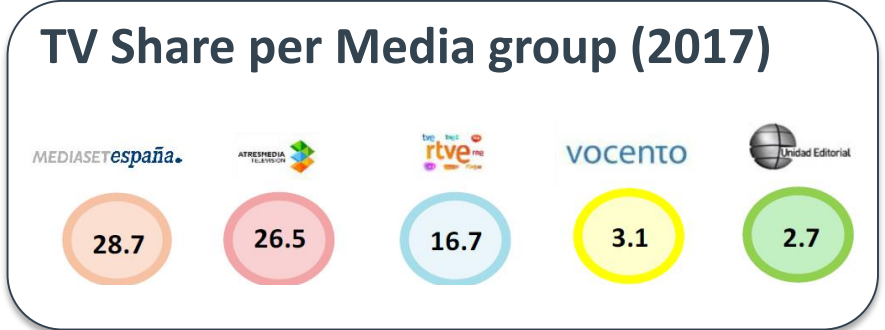
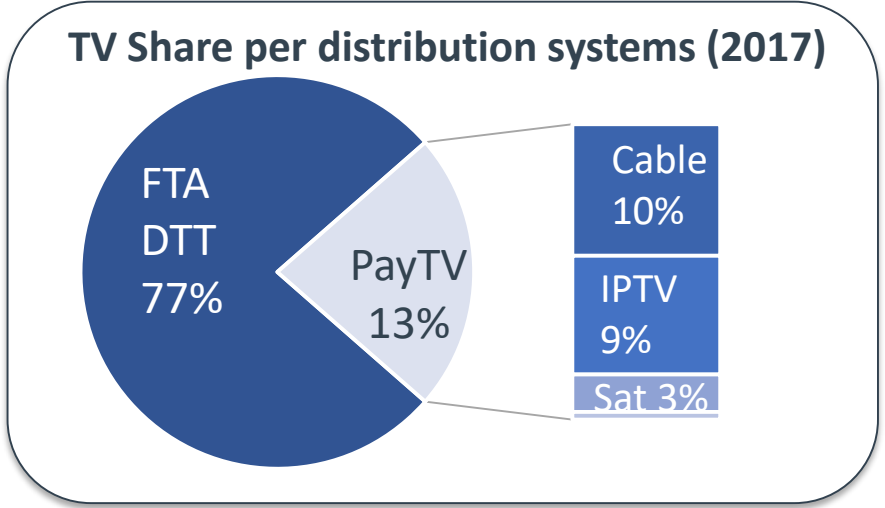
Xavi Redon

Berlin, November 14th 2018

Spanish HbbTV Market



Source: June 2018 GFK and Cellnex

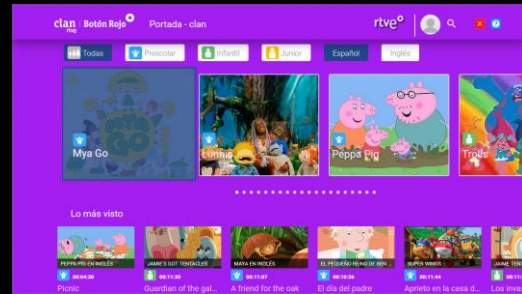


Source: Barlovento Comunicación (kantar media data)

“Botón Rojo” HbbTV services are available in all RTVE channels



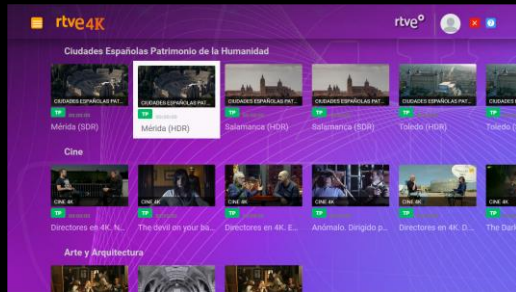
A la carta



Clan



playz



4K

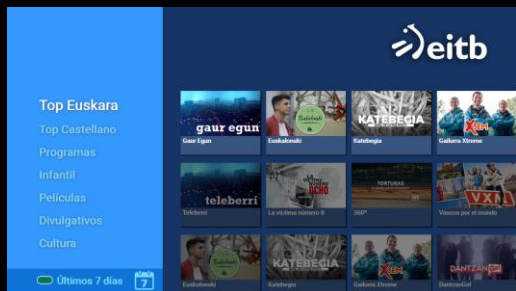


+24h



RNE

Regional broadcasters are also offering good and successful HbbTV apps



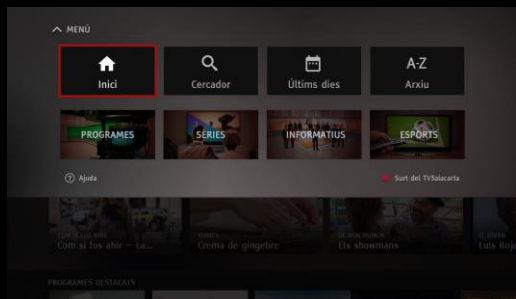
eitb main



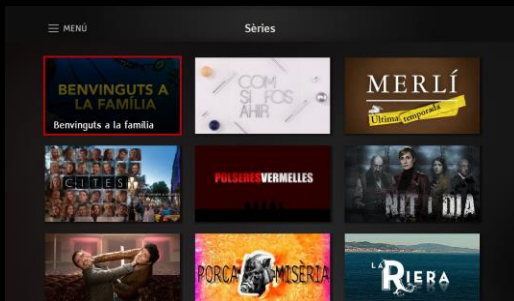
eitb HIRU3



eitb radio



TV3 main



TV3 series



TV3 FAQ

A broadcasters alliance

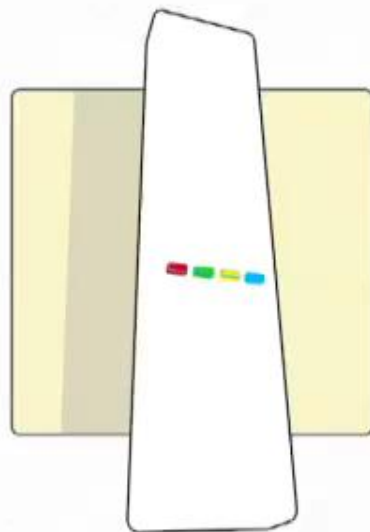
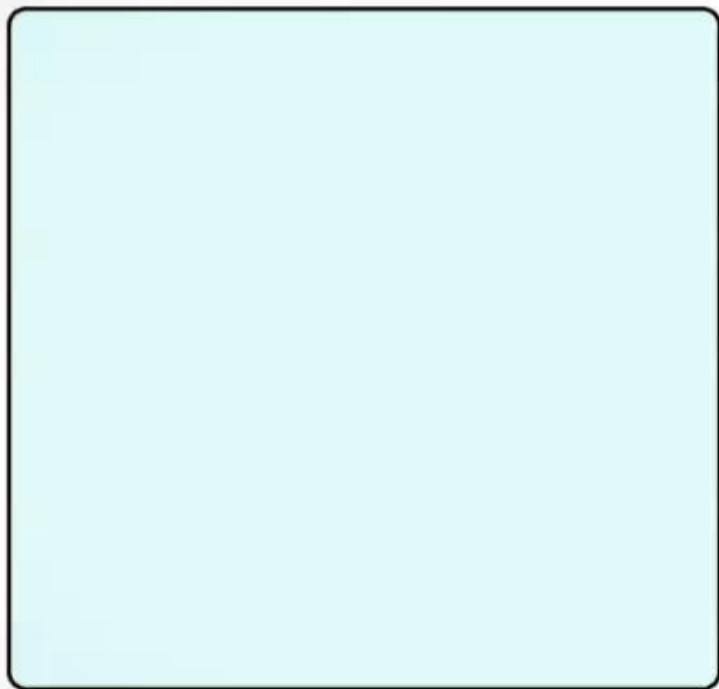


tve



Lovestv

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

cellnextelecom.com