



# Growing the TV Business with HbbTV

Vincent Grivet , HbbTV Chairman



# OTT wave is accelerating



**Source :** *Conviva State of the Streaming Industry Q3 2018. Conviva scope is not exhaustive of all video streaming ( eg Netflix not included)*



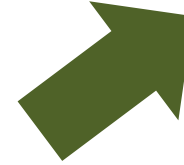
# OTT looks more and more like “TV “

Growth in Plays vs Q3 2017



TV = 57%  
(+9 pp.)  
of viewing  
hours

**54%**  
of viewing hours = Long  
Form Content



**x2**  
plays

**75%**  
of streaming =  
Virtual MVPD

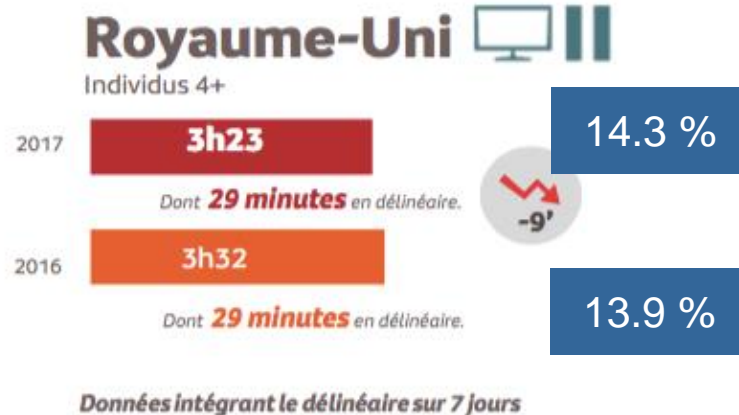
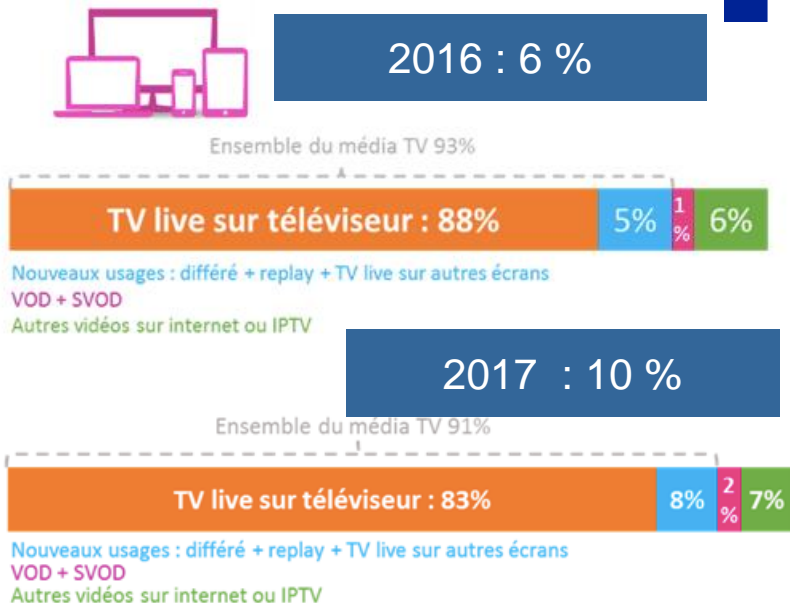


**x3**

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%**.

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# Non-Linear & OTT more and more important



Source : Eurodata TV worldwide

- 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(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**

- 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)



# HbbTV at the heart of the TV transformation in Europe



2015 – HbbTV 2.0



2017 – HbbTV 2.0



2017 – HbbTV 2.0.1 + OpApp ?



2018 – HbbTV 1.5



2018 – HbbTV x ?



New countries ?

- 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 Book”
- GDPR / e-Privacy

On Going !

Under  
Consideration !

Members  
engagement  
needed !

Hard work  
needed !

- 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 !

7th HbbTV Symposium and Awards  
14th – 15th November 2018 | ESMT Berlin