

HbbTV usage in various contexts

managed IPTV, OTT, future DVB-I, 5G and others

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8th HbbTV Symposium and Awards
22nd November 2019 | Athens

HbbTV usage in various contexts

traditional broadcast



interaction options
app & broadcast
app launch via
AIT in broadcast

HbbTV

standardised browser profile:

- GUI rendering
- user interaction
- application logic

linear TV / HbbTV apps via „red button“

HbbTV in traditional broadcast:

HbbTV defines

- browser profile based on standard HTML elements
- app start via signalling in DVB-TS („AIT“)
- interaction broadcast-broadband

→ widely deployed in many markets worldwide



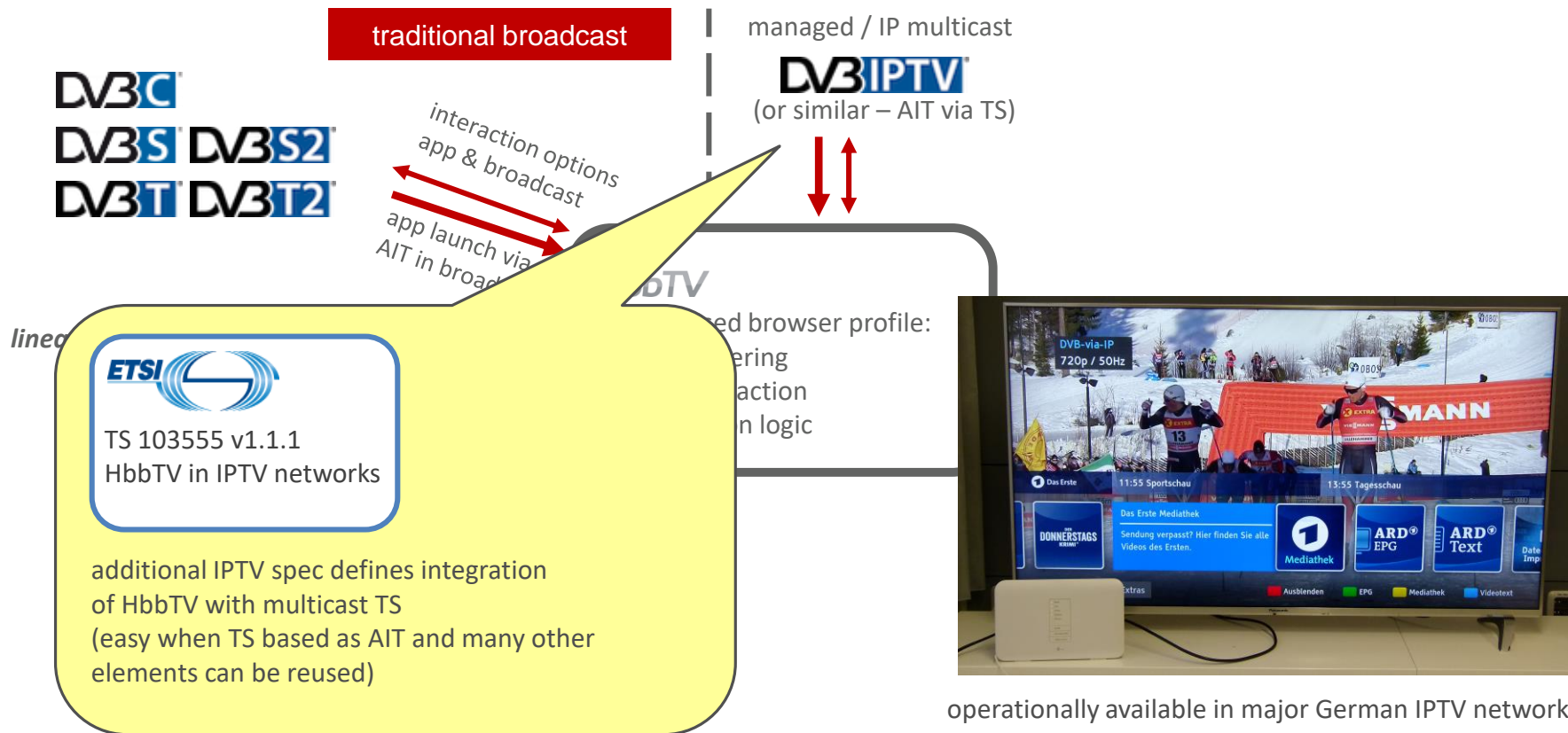
TS 102796 v1.1.1
HbbTV 1.0



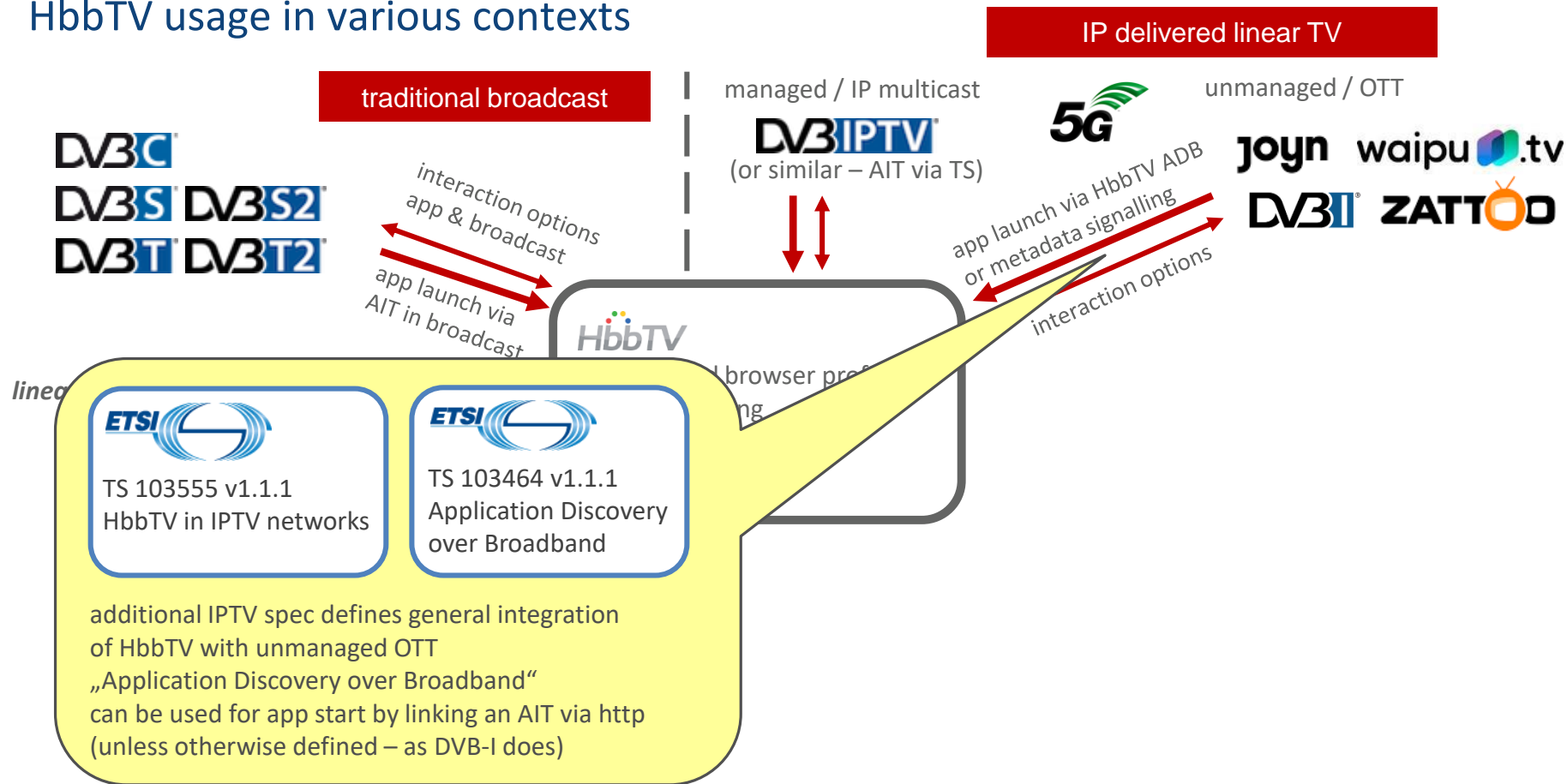
TS 102796 v1.5.1
HbbTV 2.0.2

HbbTV usage in various contexts

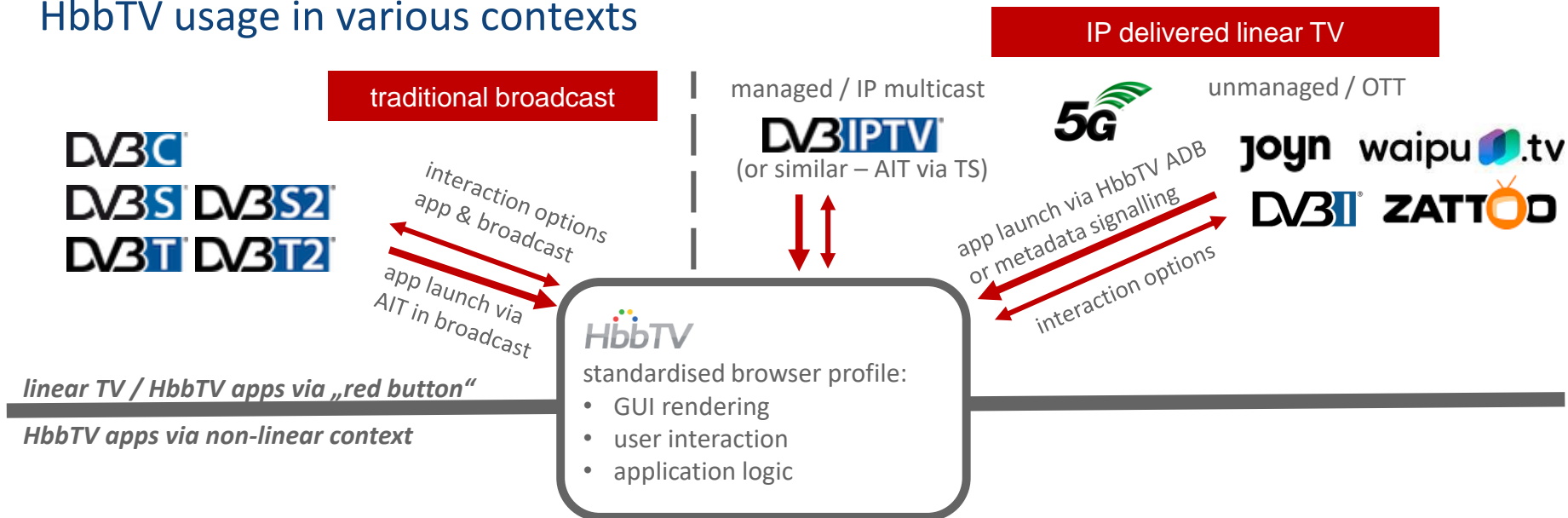
IP delivered linear TV



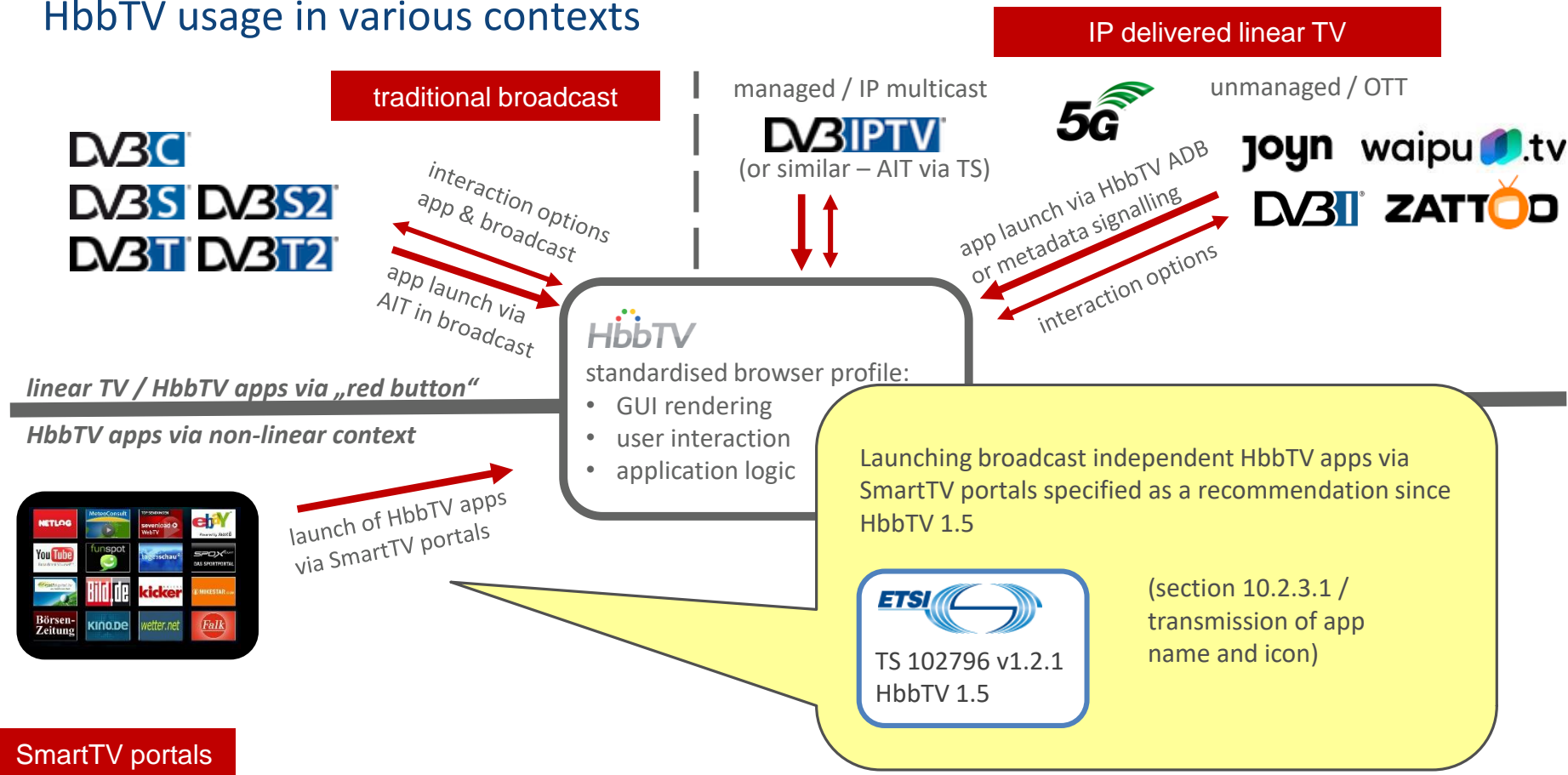
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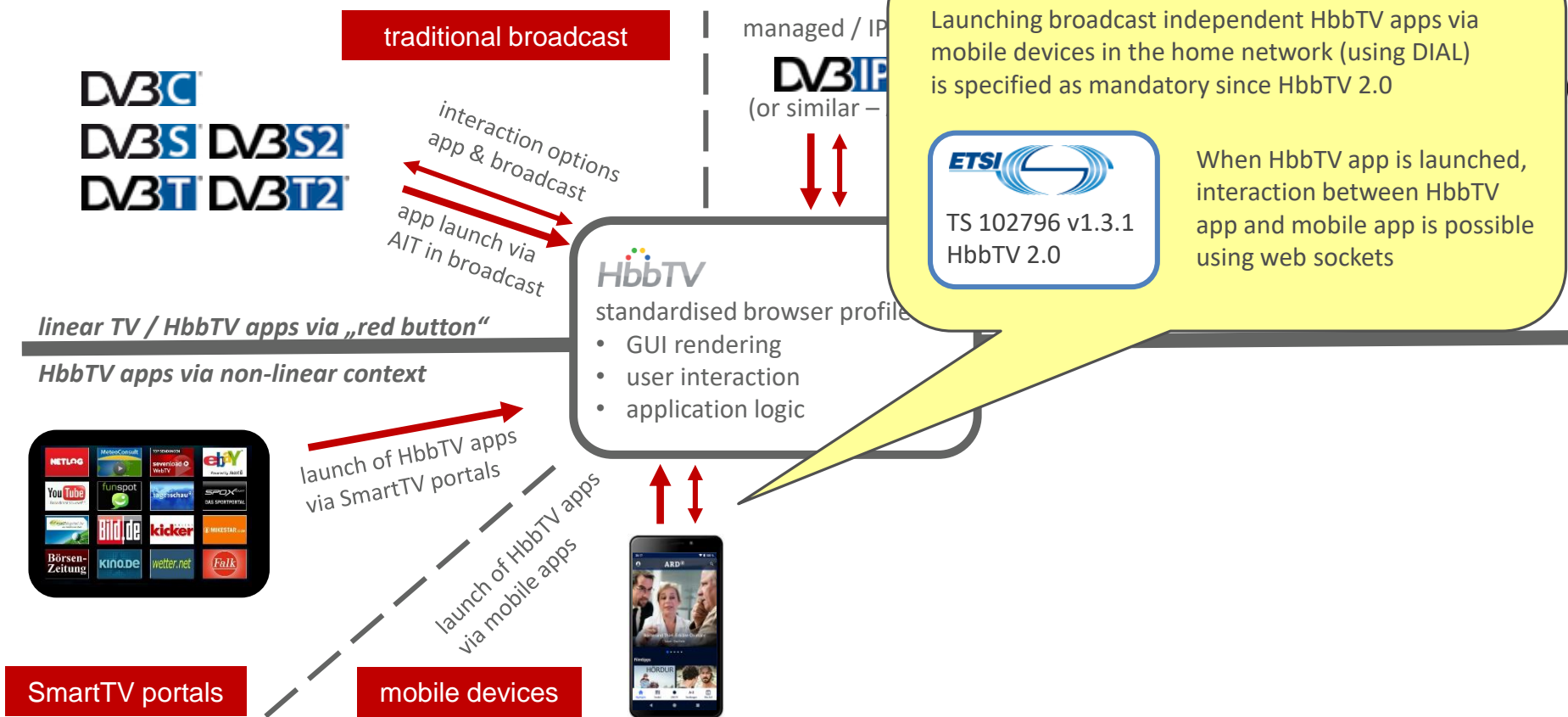
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IP delivered linear TV

HbbTV specification on „Operator Apps“ defines how operators can achieve an operator-box-like look and feel on standard retail TV sets via agreements with manufacturers.



TS 103606 v1.1.1
HbbTV Operator apps

Operator apps can be launched (or made visible) via dedicated remote control keys

managed / IP multicast

(or similar – AIT via TS)

unmanaged / OTT



app launch via HbbTV ADB
or metadata signalling
interaction options

joyn waipu.tv
DVB ZATTOO

user profile:

- application logic

launch of HbbTV apps
via SmartTV portals

launch of HbbTV apps
via mobile apps

launch of HbbTV op apps
e.g. via dedicated keys



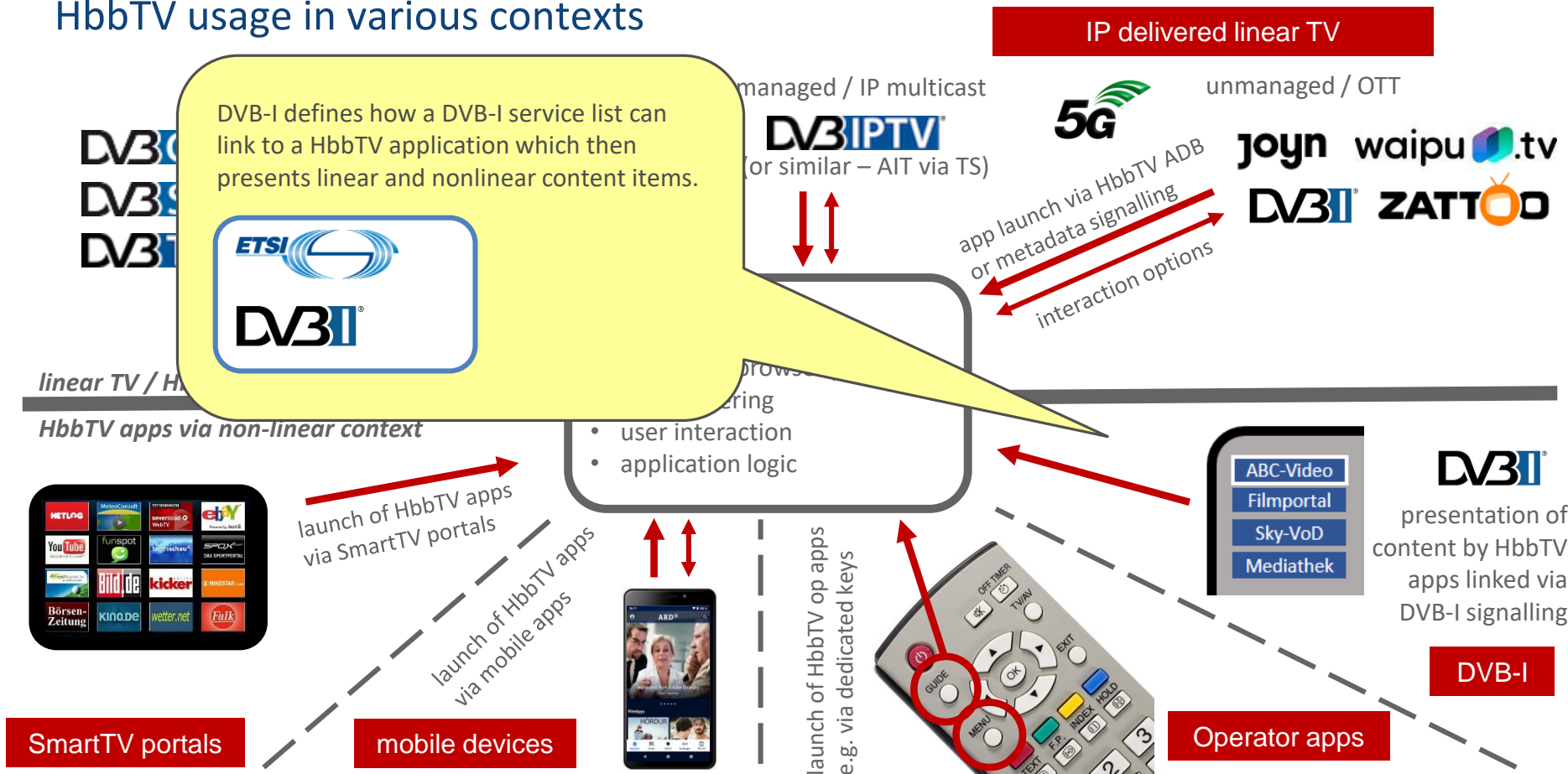
SmartTV portals

mobile devices

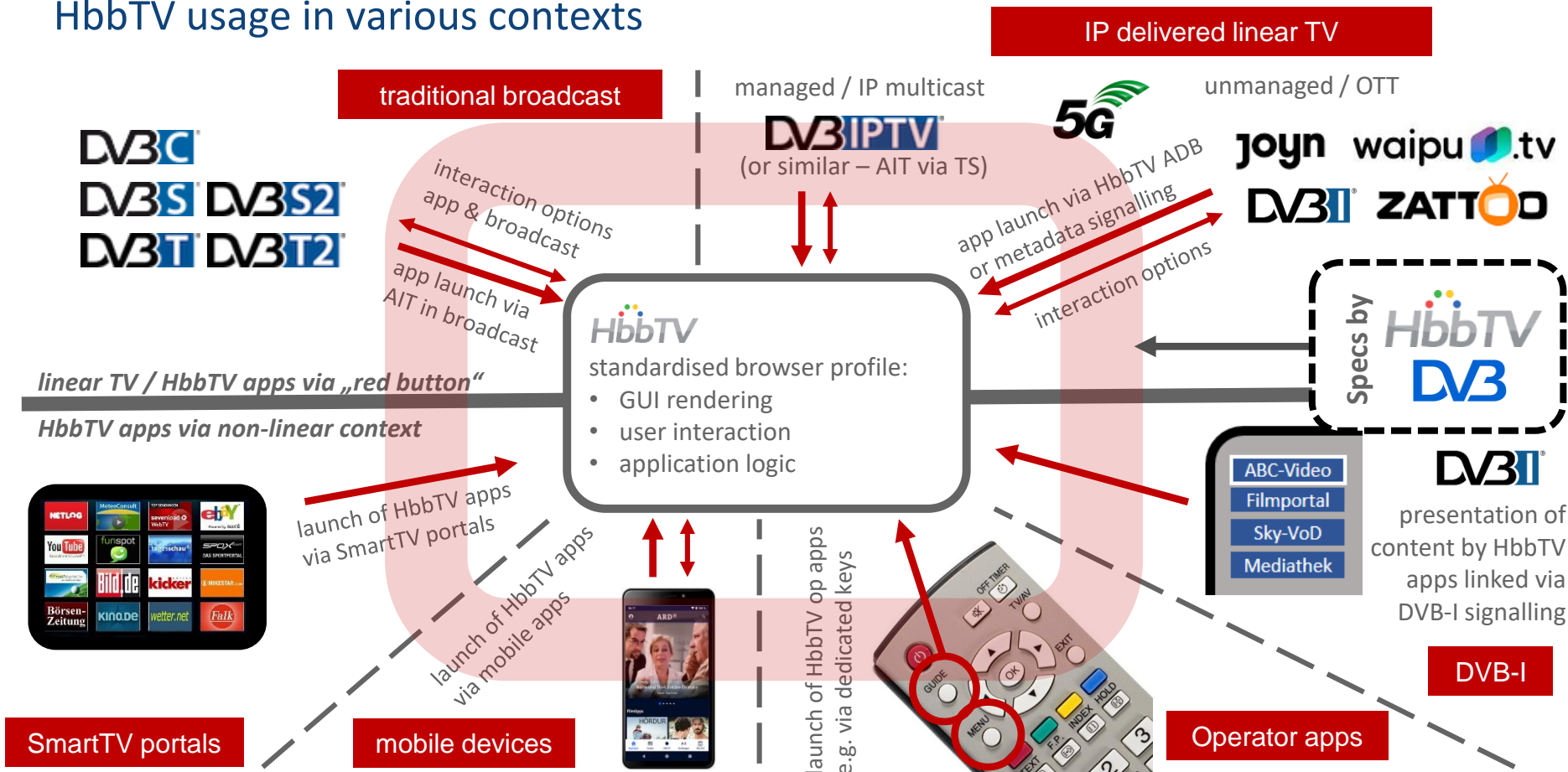


Operator apps

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Thank you for your attention!

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