



ISLAMIC REPUBLIC of IRAN  
BROADCASTING  
(IRIB)

# HbbTV Development in IRAN

8th HbbTV symposium & awards, Athens, 2019





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IRIB

# Islamic Republic of IRAN Broadcasting

IRB R&D

## Public broadcaster

- 23 national digital terrestrial television channels and 18 national radio channels.
- The total number of radio and television channels: 65 TV channels + 83 radio channels in total national, provincial and overseas broadcasts

## Launch of first DTT service: 2009



DTT coverage: %98

Number of HH: 25,600,000

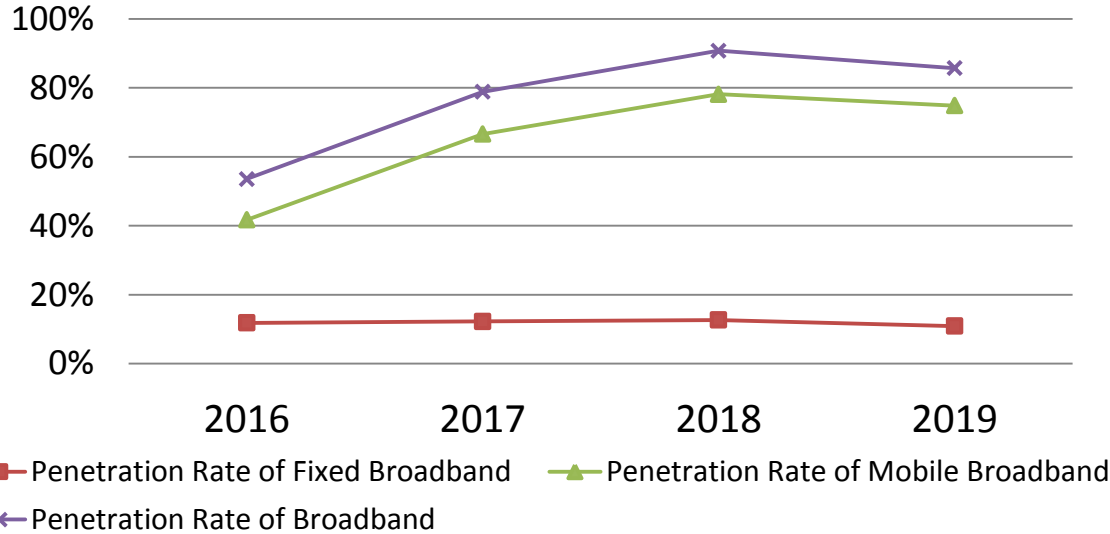


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# Change of Media Usage in IRAN

IRB R&D

## Broadband Penetrating in IRAN



71,228,599

Number of Broadband  
Subscriber

9,057,830

Number of Fixed  
Broadband Subscriber

62,170,769

Number of Mobile  
Broadband Subscriber

% 85.74

Penetration Rate of  
Broadband

% 10.9

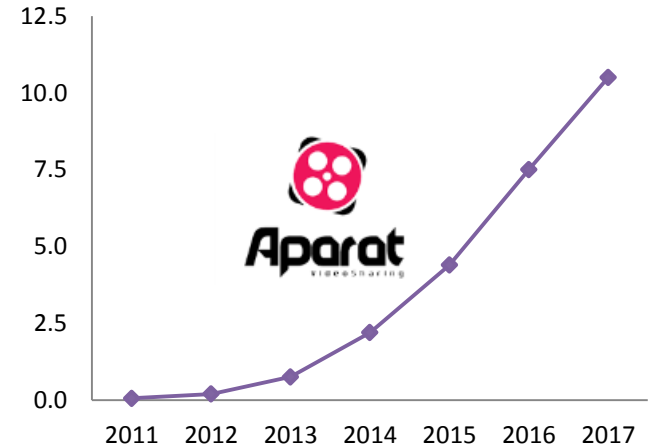
Penetration Rate of  
Fixed Broadband

% 74.84

Penetration Rate of  
Mobile Broadband

32 OTT services

Average of video watching / day  
(million)



Most viewers are 25-35 years old.



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# HbbTV in IRAN

IRIB R&D

2009

- Laboratory test of MHEG-5 in IRIB R&D

2010

- Trial of MHP

2017

- Trial of HbbTV in IRIB R&D laboratory

2018

- Pilot of HbbTV service in Tehran

2019

- Development of HbbTV Open Platform tools

2019

- Official launch of HbbTV service in IRAN

2019

- Customization of HbbTV services for TV channels

## HbbTV Open Platform

A TypeScript platform for creating fast and optimized HbbTV apps

Build [package](#) [code quality](#) [maintainability](#) [dependencies](#) [test to code](#) [license MIT](#)

### Important note

Currently, HOP is highly under development and some features might change in future releases. Make sure that your code won't break after update.

### HOP-CLI

I have created another project called [hop-cli](#), which will help you create, develop and run your HOP-based application in no time. By using [hop-cli](#) you won't need documentations on installing and running of HOP.

### Roadmap

You can check out the project [roadmap](#). We happily welcome any suggestions or requests.

<https://github.com/faridv/hop>







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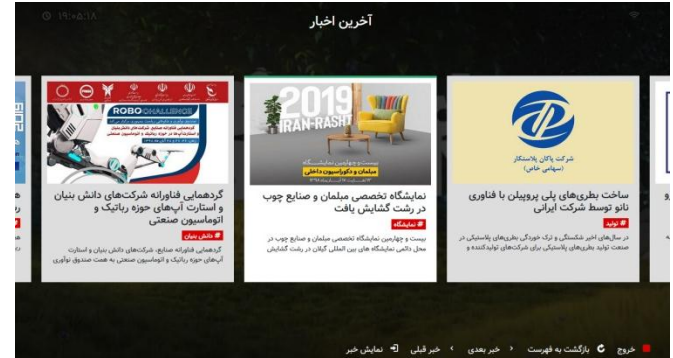
# HbbTV Service in “IRAN- KALA” Channel

IRB R&D

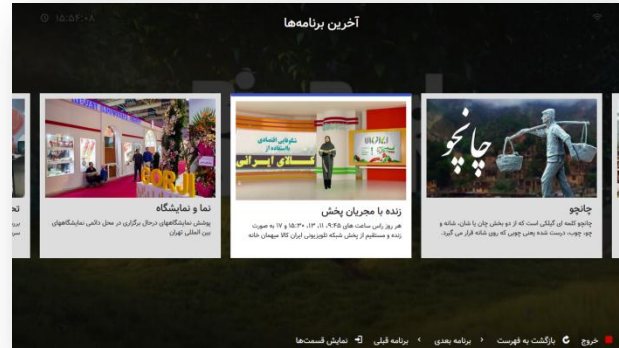
- News
- Weather
- Rich EPG
- Praying Time
- Game
- Quran
- Catch up
- Market information
- Additional Information



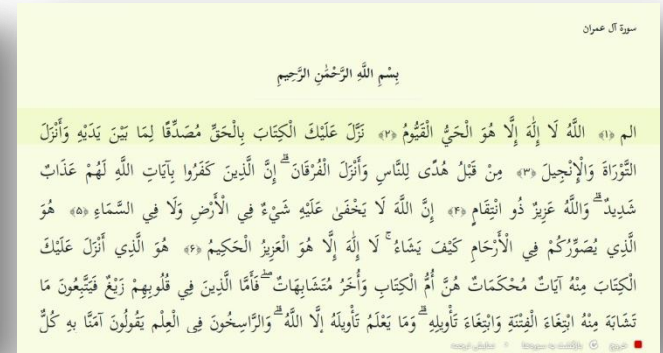
Rich EPG



News



Catch up



Quran



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# Viewer Analysis in A Sample HbbTV Service

IRB R&D

## Visits Overview



620,014 visits



4 min 4s average visit duration



74% visits have bounced (left the website after one page)



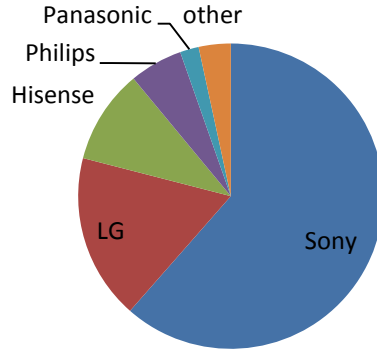
1.7 actions (page views, downloads, outlinks and internal site searches) per visit



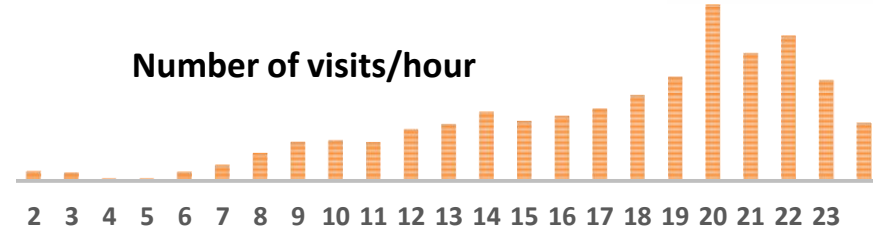
0.2s average generation time



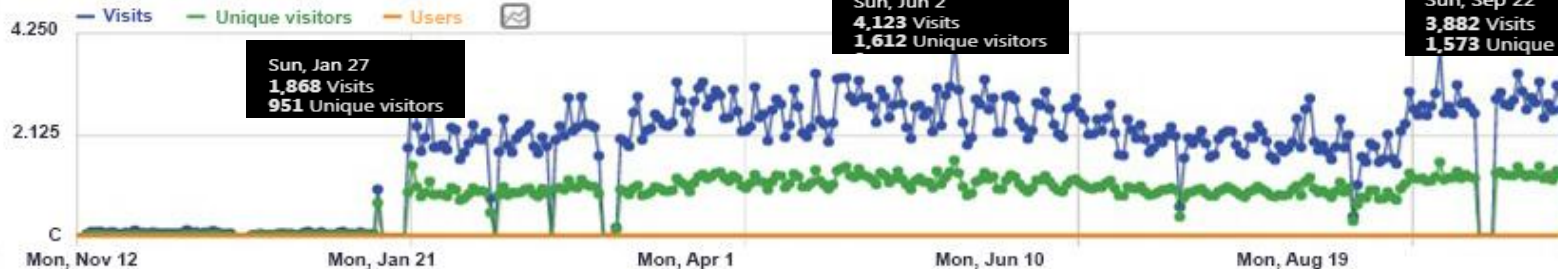
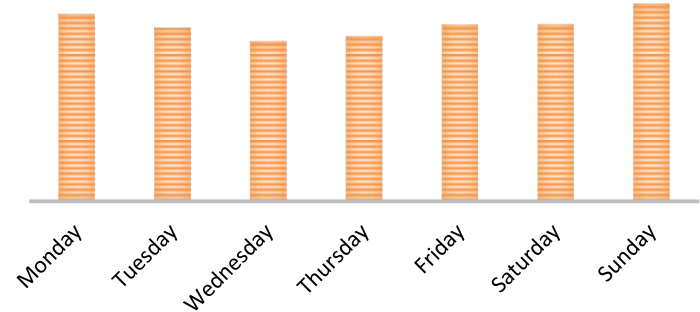
1,034,960 pageviews, 647,348 unique pageviews



## Number of visits/hour



## Number of visits/day





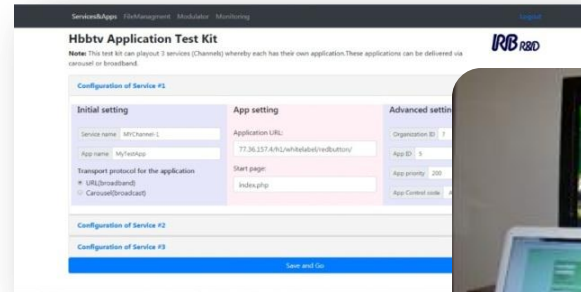
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# R&D Activities on HbbTV

IRB R&D

## R&D working group of HbbTV since 2014

- R&D activities on different issues of HbbTV implementation
- Trial of HbbTV
- Development of HbbTV Open Platform tools(HOP) available on GitHub
- Development of sample applications
- Design and production of IRIB R&D HbbTV application test Kit
- HbbTV viewer analysis
- Publishing of HbbTV articles, e-book and guideline in cooperation with ABU
- Participation in HbbTV and OTT events in Asia and Europe





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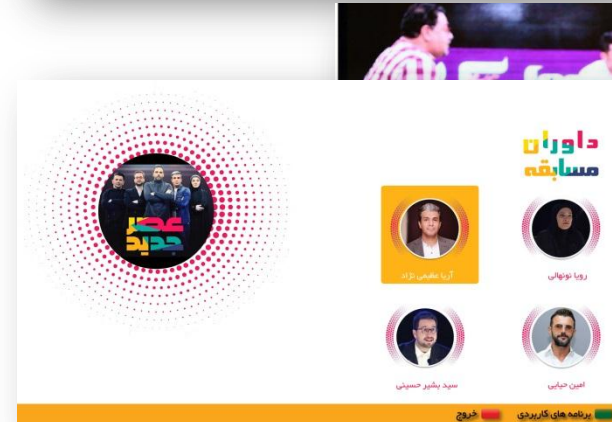
# Future Services: Use of HbbTV for Enhanced TV Services

IRB R&D

- Voting services
- TV competition services
- Additional information of TV program
- Use the Multiplatform for interactivity

## Challenges:

- Convincing the TV producer to use HbbTV services
- Preparation of backend of TV channels webservice for utilizing HbbTV services







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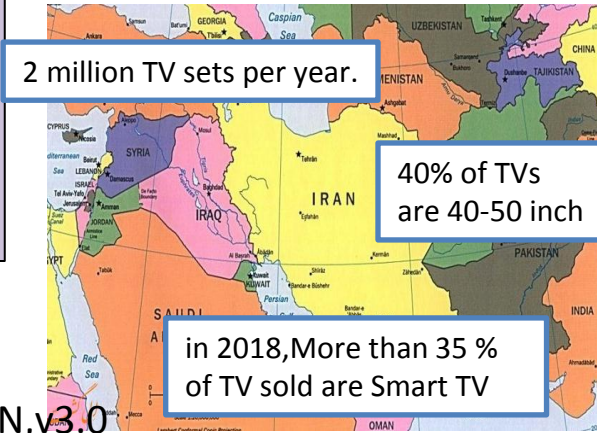
# R&D Activities Regarding HbbTV Receiver

**IRB** R&D

## Challenges

- Lack of support of HbbTV in Smart TVs in the region
- Lack of tests of Farsi and Arabic Fonts in HbbTV official Test Suite
- Lack of certification and logo regime for receivers

## IRAN TV market



## R&D Activities Regarding HbbTV Receiver

### ❖ Publishing of Receiver Requirement

- Minimum receiver requirement of DTT connected receiver in IRAN, v3.0 , 2018
- HbbTV profile of connected receivers in IRAN, 2019

### ❖ Setting up of Local Test Center of Receivers in IRIB R&D Laboratory

- Development of Farsi and Arabic Font test Apps
- Tests based on MIT-Xperts tests
- Dash DRM Reference Application
- Local test streams

### ❖ Cooperation with CE manufacturers for supporting of IRAN HbbTV Profile

**HbbTV,  
A necessity that should  
be added to Smart TVs !**

با تشکر از توجه شما  
Thanks for your attention



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