

OLIVER BOTTI

PANEL: “HBBTV AND OTHER
INTERACTIVE STANDARDS”

Athens, 22 November 2019

GLOBAL TV AND THE NEED FOR GLOBAL STANDARDS AND SOLUTIONS

HBBTV IS IN A MATURE
COMMERCIAL STAGE IN EUROPE

EUROPE 2018-2019

French broadcasters band together for online platform

JUNE 15, 2018 11:31 EUROPE/LONDON BY JULIAN CLOVER



France Télévisions plans to launch

The subscription public and commercial online service

An independent broadcaster to run the platform

"This project is for the TF1 Group a strong commitment to work with both the French and European major players," said CEO of TF1. "This will give us in the future all the weapons to face effectively meet the expectations of our public."

"Faced with the global platforms, SALTO will provide a high-quality expose the best of French and European creation", added France Télévisions.

SALTO will screen a mix of sports, entertainment French movies.

ProSieben, Discovery to Build German TV Streaming Platform

By Reuters

June 25, 2018

MUNICH/FRANKFURT — ProSieben and Discovery are to join forces to build a German TV streaming platform to compete with giants Netflix, Amazon Prime Video and YouTube.

The 50-50 partnership would be launched last year, and bring in ProSieben and Discovery's Eurosport Platform.

It marks the first strategic move for the company, who took charge on June 1 of the advertising revenues at the M6 channels.

"It is our clear vision to build a platform for content in Germany with the help of Reuters in a written interview."

Broadcasters agree to accelerate Freeview move to hybrid platform

LONDON BY JULIAN CLOVER

Public broadcasters have signed a new five-year agreement, designed to accelerate the move of Freeview from DTT to fully hybrid platform.

europapress / sociedad

La versión completa de la plataforma de RTVE, Atresmedia y Mediaset ('LOVEStv') empezará a funcionar tras el verano



RTVE, ATRESMEDIA Y MEDIASET

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MADRID, 23 May. (EUROPA PRESS) -

La plataforma de contenidos con tecnología HbbTV --desarrollada de forma conjunta por RTVE, Atresmedia y Mediaset España-- 'LOVEStv' iniciará su actividad en pruebas el próximo 14 de junio y después del verano empezará a funcionar en la versión completa, con una experiencia mucho mayor para el usuario.

invest £125 million in Freeview Play, a hybrid connected platform, eclipsing the current platform played a part.

In Freeview Play products have been launched by Sony, and Toshiba, accounting for 60% of the market.

As the UK's TV landscape becomes increasingly digital, our shareholders is a major boost for the industry will not only safeguard free-to-view TV content.

The new mobile app enabling viewers to watch content on smartphones and tablets, launching later this year, on mid-way through a programme to improve the Freeview Play TV guide and improved the Freeview Electronic Programme Guide.

ATSC3.0 IS LIVING AN INTENSE EXPERIMENTAL PHASE TOWARDS NEXT GEN TV LAUNCH IN 2020

Madeleine Noland, President, ATSC Forum
ATSC roadmap and initiatives

Raj Patel, CEO, Yotta Media Lab
How do HbbTV and ATSC 3.0 compare and contrast

TV IS GETTING GLOBAL

MEDIA MARKET GLOBALIZATION

Merger of Sky, NBCU Operations Begins Post-Comcast Takeover, Apr 19

RTL and ProSiebenSat.1 ink addressable TV joint venture, Maj 19

ProSiebenSat.1 and Discovery to create a central German streaming platform for TV and on-demand content, Feb 19

RTL Group Consolidates 3 European MCNs Under The Divimove Banner (Divimove, United screens, UFA/X) Jul 19

...

Disney closes its \$71.3B Fox acquisition, Mar 19

Berlusconi's Mediaset Buys Stake in Germany's ProSiebenSat.1, Maj 19

Mediaset to merge Spanish and Italian companies into DutchCo Media For Europe, Jun 19

ARD and ZDF join forces in catchup TV Nov 19

AT&T Completes \$85 Billion Acquisition Of Time Warner Jun 18

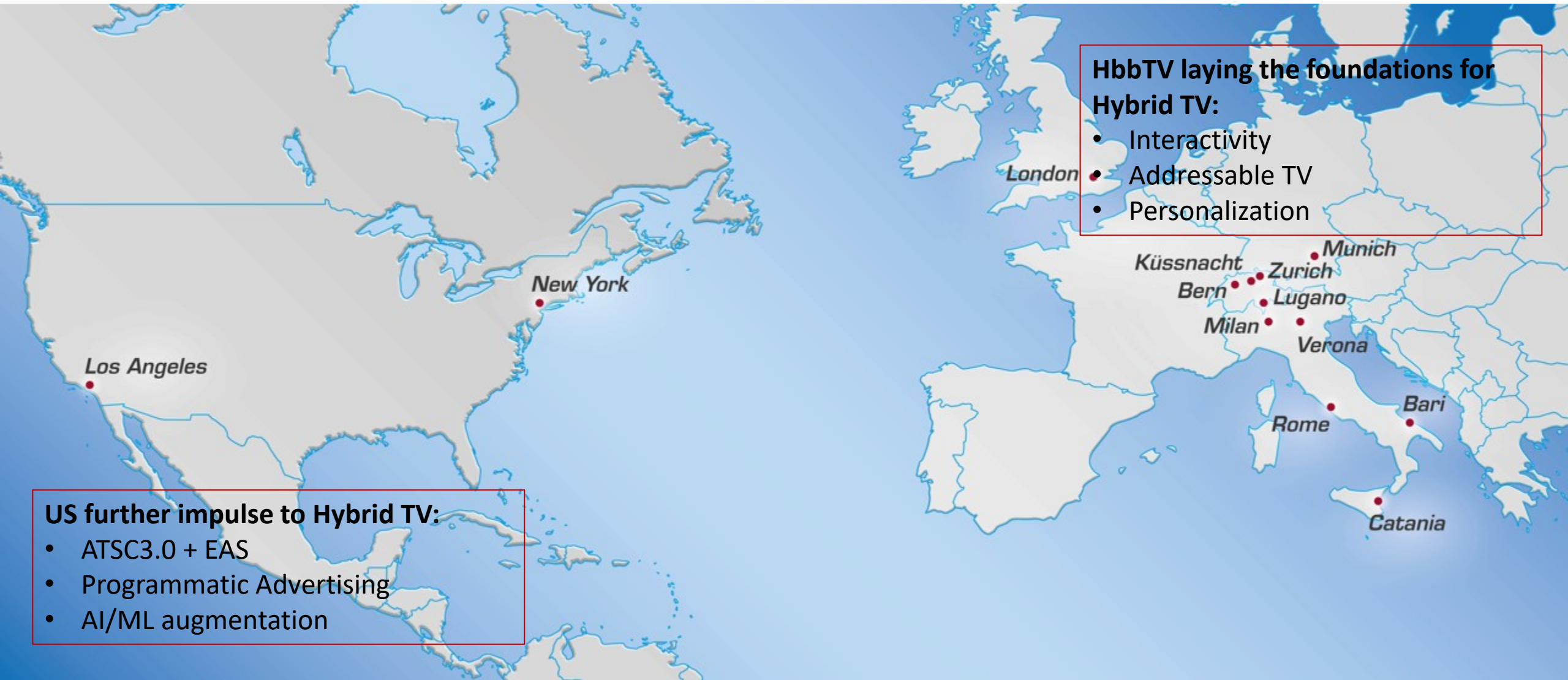
CROSS-OCEAN “FERTILIZATION”

US further impulse to Hybrid TV:

- ATSC3.0 + EAS
- Programmatic Advertising
- AI/ML augmentation

HbbTV laying the foundations for Hybrid TV:

- Interactivity
- Addressable TV
- Personalization



HYBRID TV STANDARDS ARE ENABLING THE TRANSFORMATION FROM AUDIENCE TO CONSUMERS

Jerry Fritz, EVP Strategic and Legal Affairs, ONE Media 3.0
Next Gen TV Isn't Just About TV

Joe Winograd, CTO, Verance
New Technologies for Targeted Advertising

Yvan Barbotin, Product Manager, ENENSYS
Targeted Ad insertion in ATSC3.0: How does it work?

THE NEED FOR A GLOBAL STANDARD AND THE AVAILABILITY OF GLOBAL SOLUTIONS

Fincons Group unveils digital platform for HbbTV and ATSC 3.0

NOVEMBER 14, 2019 10:59 EUROPE/LONDON BY **ROBERT BRIEL**

The solution is the first to be entirely compatible with both European HbbTV and new USA ATSC 3.0 standards.

Broadband TV News
Independent. Since 2003

jean-baptiste maunier



Scene 2 of 3



0:00:23



WATCH THE USE CASE VIDEO HERE:

[HTTPS://YOUTU.BE/I1PVVCECROK](https://youtu.be/I1PVVCECROK)
