

How to **develop** an **hbbtnv** application serving multiple customers and offering the best **experience** for each user.

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6play.

Multi-devices.



Key numbers.

22 M

Accounts

1.3 B

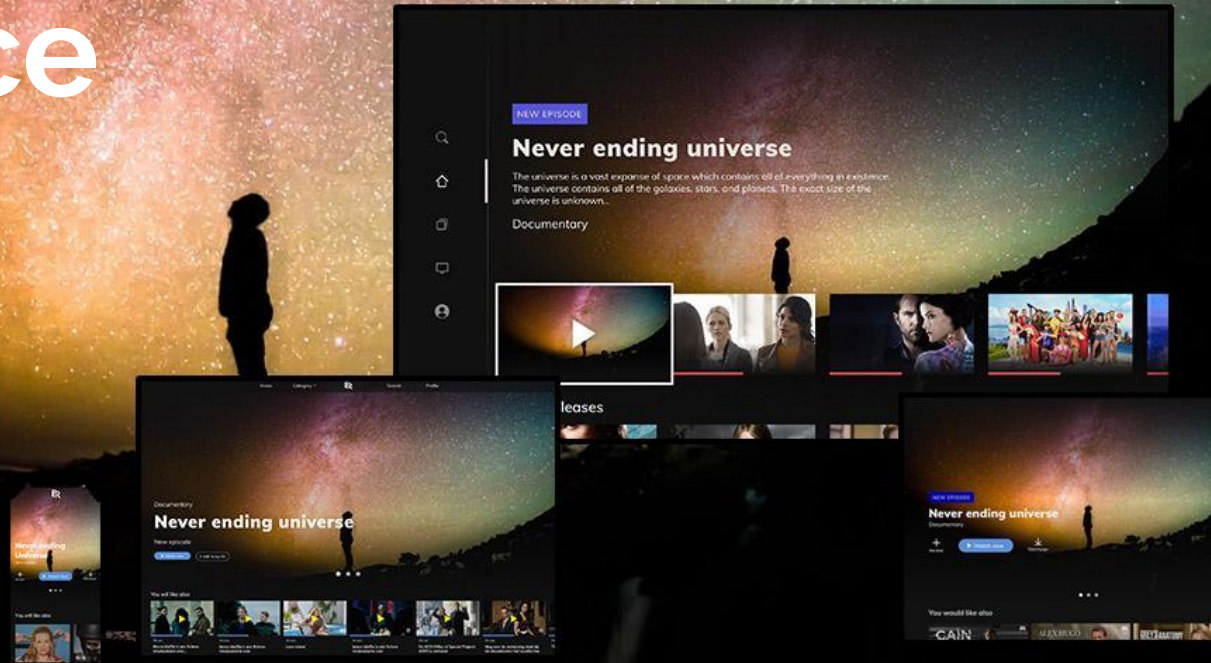
Videos
Viewed

4445

Hours

of content available
on OTT platforms

Enriched Live Experience hbbtv.



Experience.

Modern JS Stack: ReactJS, ES6, ...

Tests

Continuous integration

Ability to work on fragmented ecosystem



Hbbtv Limits and 6play constraints.

Rights management

Non skippable ads

Time shifting live

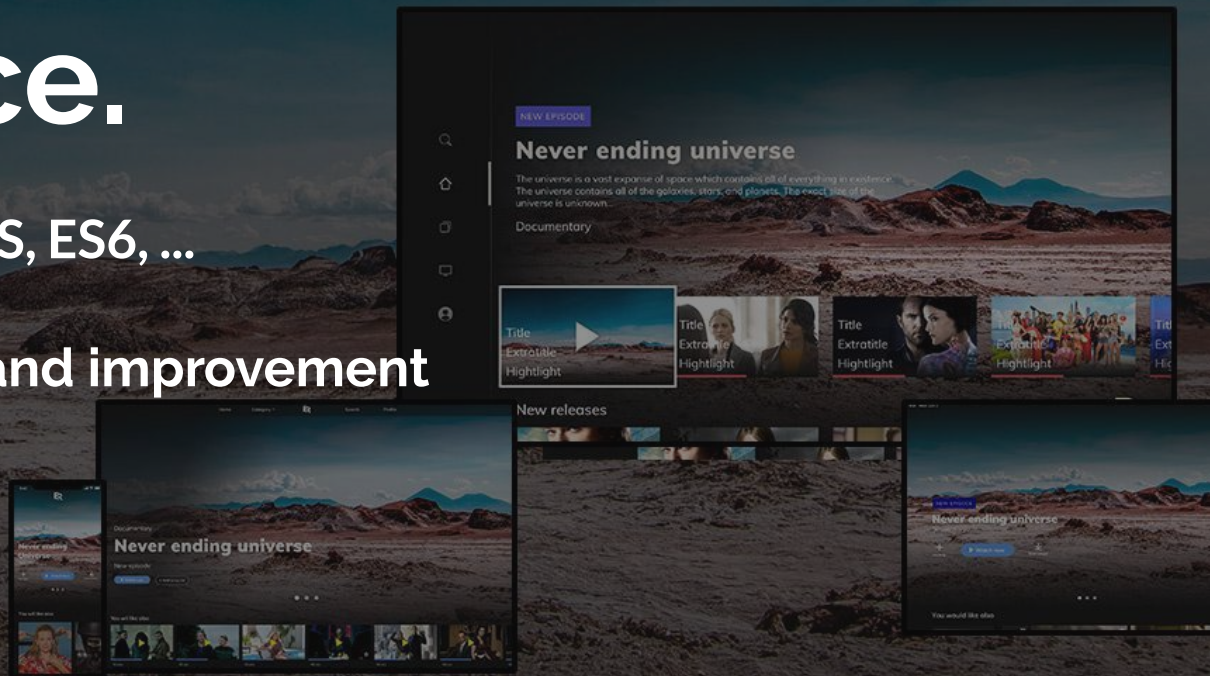
Scalability

User experience.

Modern JS Stack: ReactJS, ES6, ...

Performance analysis and improvement

Users feedback loops



Learning by doing.

EPG

Start over

Addressable TV

A/B Testing



Partnership implementation.



Modular Design and Design System.





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What's next?

Salto

6play

New platforms



A wide-angle photograph of a person standing on a dark, rocky ridge at night. The sky is filled with stars, and the Milky Way galaxy is visible, stretching across the frame from the bottom left towards the top right. The person is silhouetted against the bright, starry background.

BR

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Merci !