

2019



Corporació Catalana
de Mitjans Audiovisuals, SA

3

CATALUNYA
RÀDIO

New HbbTV Apps New Trends

Francesc Mas CCMA S.A.

8th HbbTV Symposium – Athens 2019

New HbbTV Apps, New Trends

- **HbbTV powers new Apps & Services**
 - Making UI accessible through spoken menus
 - HbbTV Multilingual subtitles
 - Startover to engage the audience
- **HbbTV New Trends**
 - Interactive Advertising through stream events
 - Second Screen linked to HbbTV for Synchronous consumption VR & Accessibility

HbbTV powers new Apps & Services

European projects in which CCMA participates



Both projects are focused on the challenge of promoting **greater availability of media offers accessible to everyone** providing equal access to audiovisual services for all users, especially for people with varying degrees of disabilities (visual & hearing difficulties, mobility...).

Both projects are developing solutions based on HbbTV.



Funded by the Horizon 2020
Framework Programme of the
European Union

HbbTV powers new Apps & Services

Accessibility is a must



Accessibility is not only about presentation
(subtitles, video enhancement, sign language).

Accessibility has to do with 'can you physically interact with the product?'

HbbTV powers new Apps & Services

CCMA HbbTV Service will include spoken UI

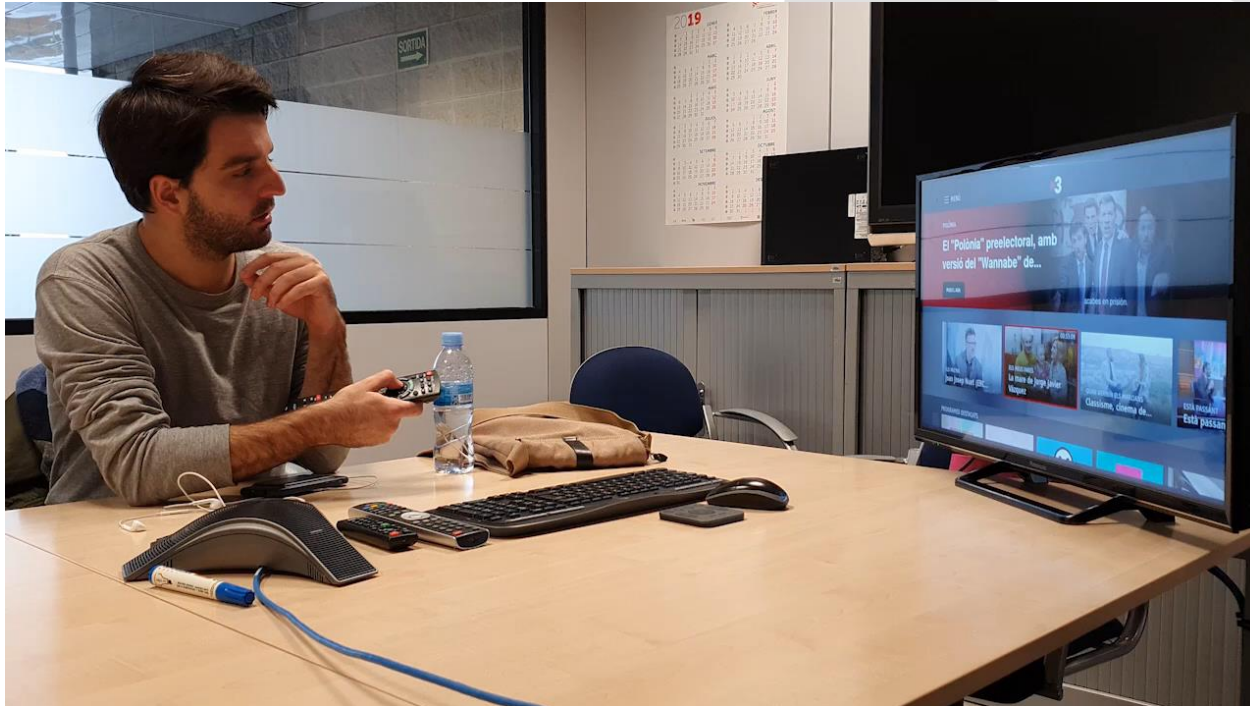
- For all CCMA HbbTV services.
- For all the content categorization sections.

EASY 



HbbTV powers new Apps & Services

CCMA will deploy its new **Spoken HbbTV service** next January 2020.

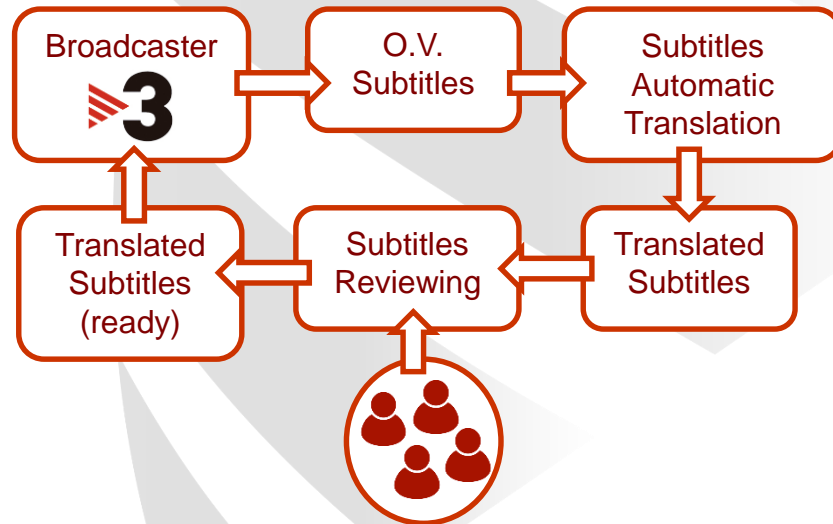


HbbTV powers new Apps & Services



Multi-language subtitles

- EasyTV Platform allows translating subtitles into different languages.
- A first automatic translation of subtitles is processed.
- Subtitles are reviewed and improved through a collaborative platform (EasyTV crowdsourcing).



HbbTV powers new Apps & Services

Broadcasting multi-language subtitles on linear-TV

The technical problem:

- Subtitles can be delivered as a **graphical bitmap** using DVB standard (EN 300-743),
→ Increase number of subtitles, at the cost of video quality due to high bandwidth requirements.
- Subtitles can be delivered as **Teletext** → But limits the number of languages supported (ex. no support for Chinese) and offers a poor quality font look.

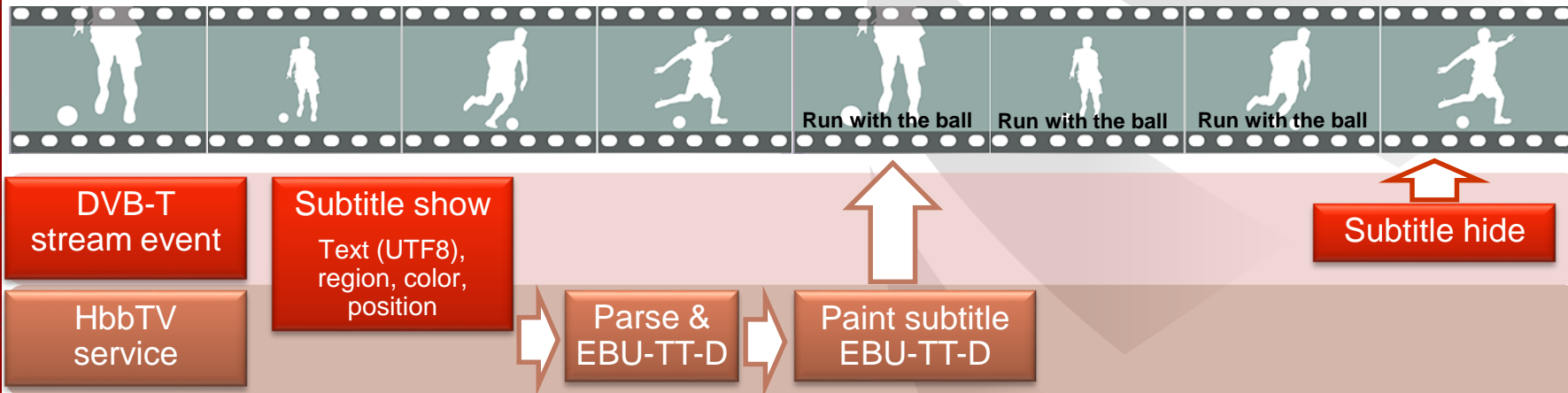
The solution adopted:

- HbbTV Smart TV's allow the use of DVB stream events with HbbTV app to render multi-language subtitles → allows low bandwidth & personalization.

HbbTV powers new Apps & Services

Broadcasting multi-language subtitles on linear-TV

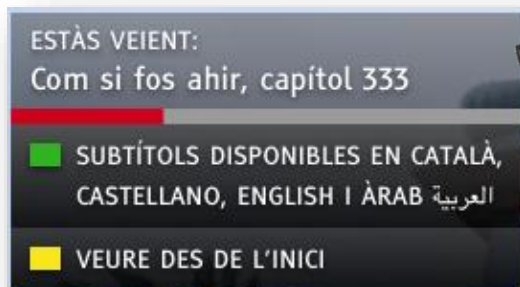
- User is invited to use multi-language subtitles from an overlaid message when a new program starts (green button).
- Subtitles are received through stream events and re-encoded to EBU-TT-D
- EBU-TT-D subtitles are rendered over the Linear TV.



HbbTV powers new Apps & Services

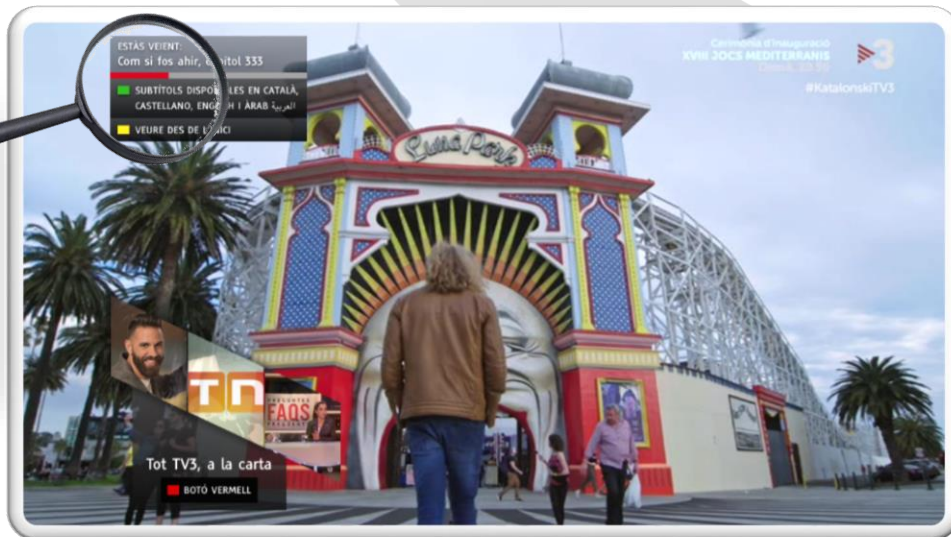
Broadcasting multi-language subtitles on linear-TV

- Multi-language subtitles can be activated from HbbTV Hook (green button).



English translation:

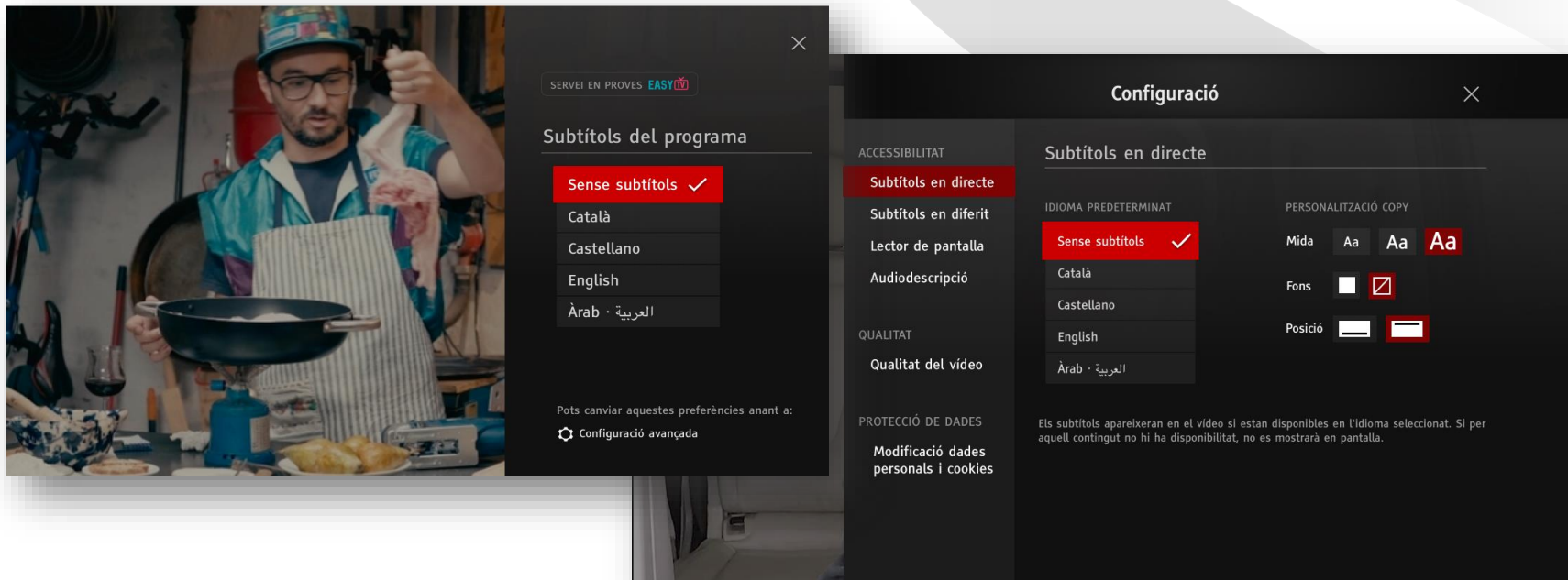
You're watching "Com si fos ahir",
Green – Subtitles in Catalan, Spanish.,
English, Arabic
Yellow – to watch from the start



HbbTV powers new Apps & Services

Broadcasting multi-language subtitles on linear-TV

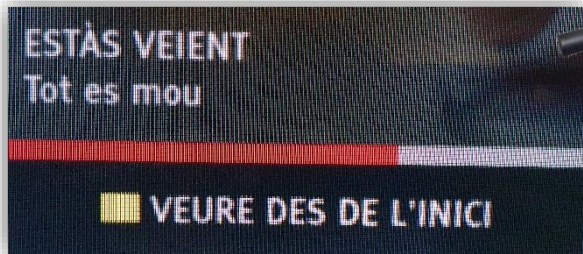
- Users can choose the language and personalize the look of subtitles.



HbbTV powers new Apps & Services

Startover to engage the Audience

- CCMA deployed its HbbTV Startover service on February 2019.
- The new service was not promoted, just deployed.
- Yellow button to start the service.



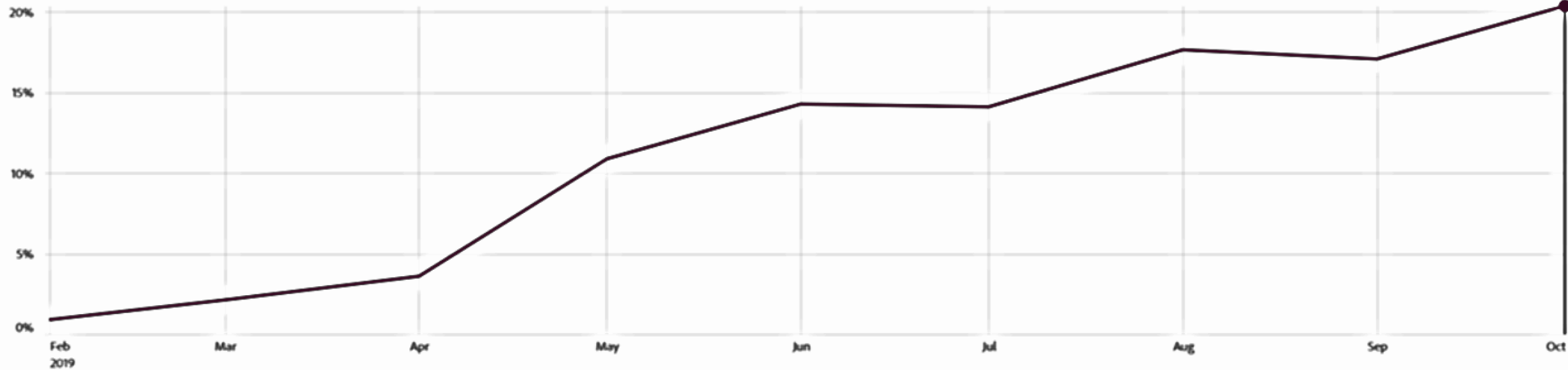
You're watching "Tot es mou", Yellow to watch from the start



HbbTV powers new Apps & Services

Startover to engage the Audience

- Startover consumption increases every month as users discover the service.
- On October Startover achieved the 20% of total HbbTV services consumption.

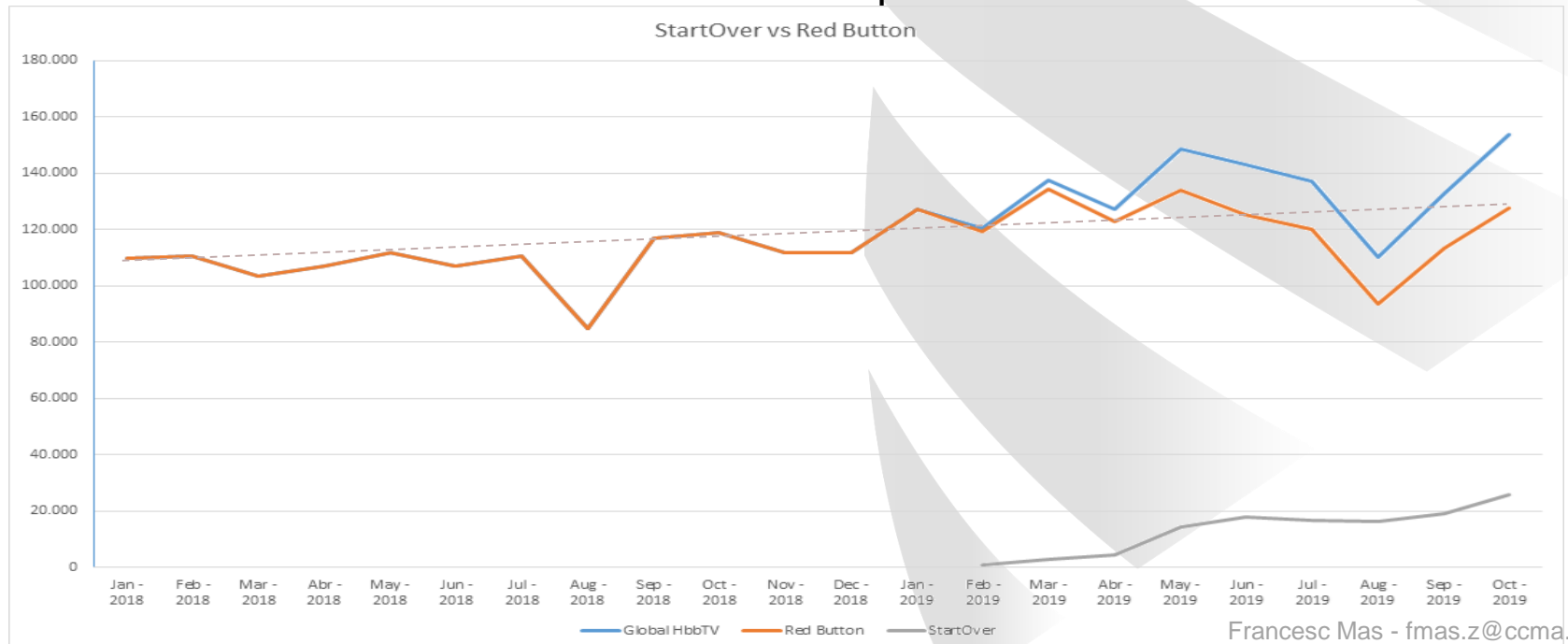


(based on Starover service compatible SmartTV's)

HbbTV powers new Apps & Services

Startover to engage the Audience

- Startover increases also the total consumption of all HbbTV services.



HbbTV New Trends

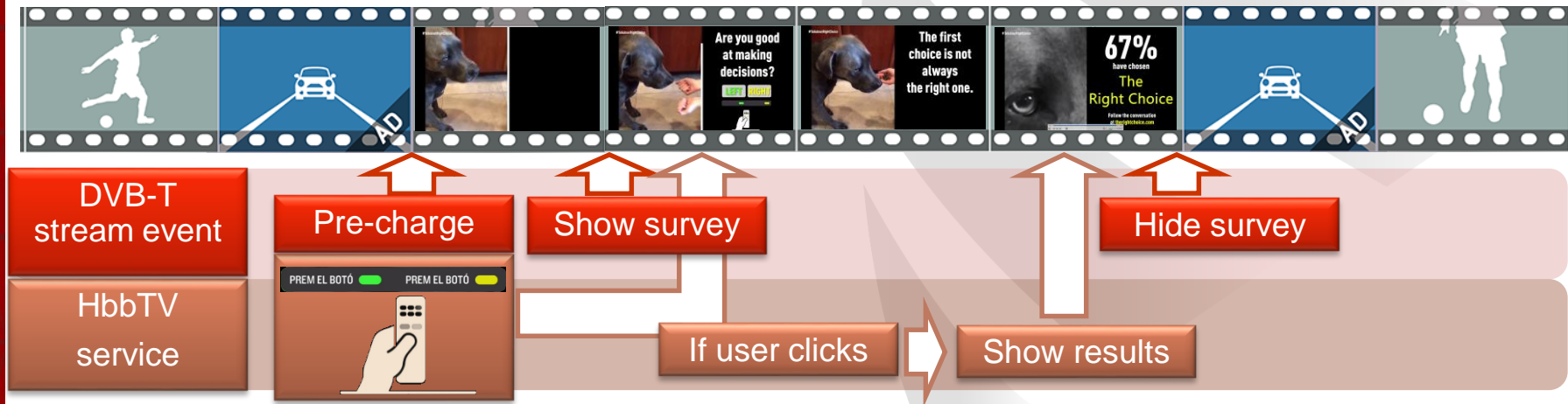
HbbTV Interactive Advertising – Previous considerations:

- Traditional TV viewing is a seamless experience
- Any CTAs (call to action) introduced by new advertising models need to be as unobtrusive as possible.
 - Short text, contrasted and big enough to allow ease reading
 - Action oriented
- The Ad must be consistent with both interactivity and without.
- Interactive advertising can not obstruct next advertiser.

HbbTV New Trends

HbbTV Interactive Advertising

- 3 stream events
 - Pre-charge
 - Show survey
 - Hide survey



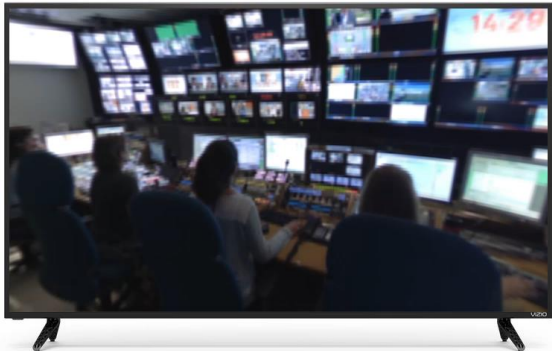
HbbTV New Trends



HbbTV New Trends

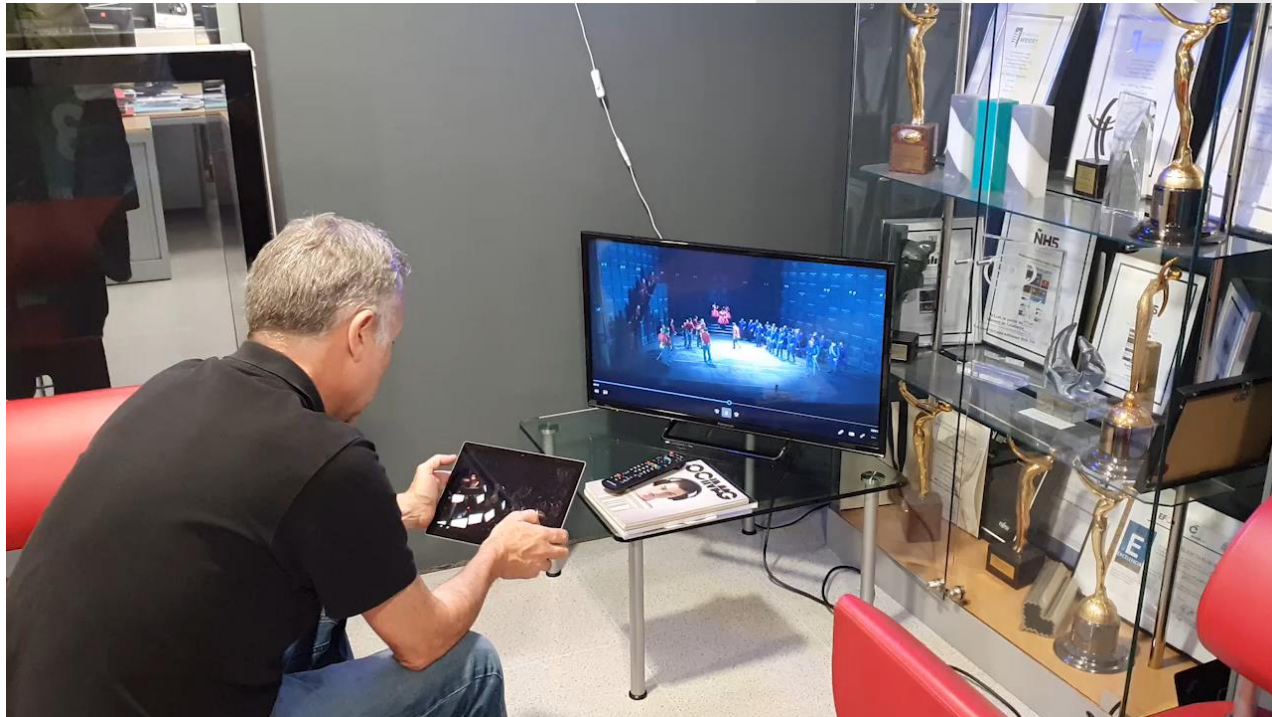
Second Screen linked to HbbTV for synchronous watching

- ImAc Project also works on development to allow users the consumption of immersive 360 contents synchronously with an HbbTV 2.0.1 compatible Smart TV.



HbbTV New Trends

Second Screen linked to HbbTV for synchronous watching



New HbbTV Apps, New Trends

Conclusions

- **HbbTV is the key support of the new innovation:**
 - Improved TV user experience (accessibility & ease of use).
 - Interactive advertising on Hybrid TV.
 - Potential of companion screen on HbbTV offering.
 - New engaging & enriching contents, survey participation...
 - Advertising where the CTA is oriented to finalize the action in your companion screen.
 - Content recommendation & service improvements based on Big Data parsing.
 - (but Content is King...).

Let's keep talking...

Francesc Mas

Fmas.z@ccma.cat

www.linkedin.com/in/francesc-mas

CCMA S.A.

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