

The logo for DVB (Digital Video Broadcasting) is displayed in a bold, blue, sans-serif font. The letters 'D', 'V', and 'B' are connected, with the 'V' having a distinctive shape. A registered trademark symbol (®) is located at the top right of the 'B'.

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The logo for HbbTV is shown in a grey, italicized, sans-serif font. Above the letters 'b' and 'b' are four colored dots: a red dot above the first 'b', a green dot above the second 'b', a yellow dot above the first 'T', and a blue dot above the second 'T'.

Peter MacAvock (EBU)

Chairman, DVB

Co-Chair, HbbTV Requirements Group

24th February 2021

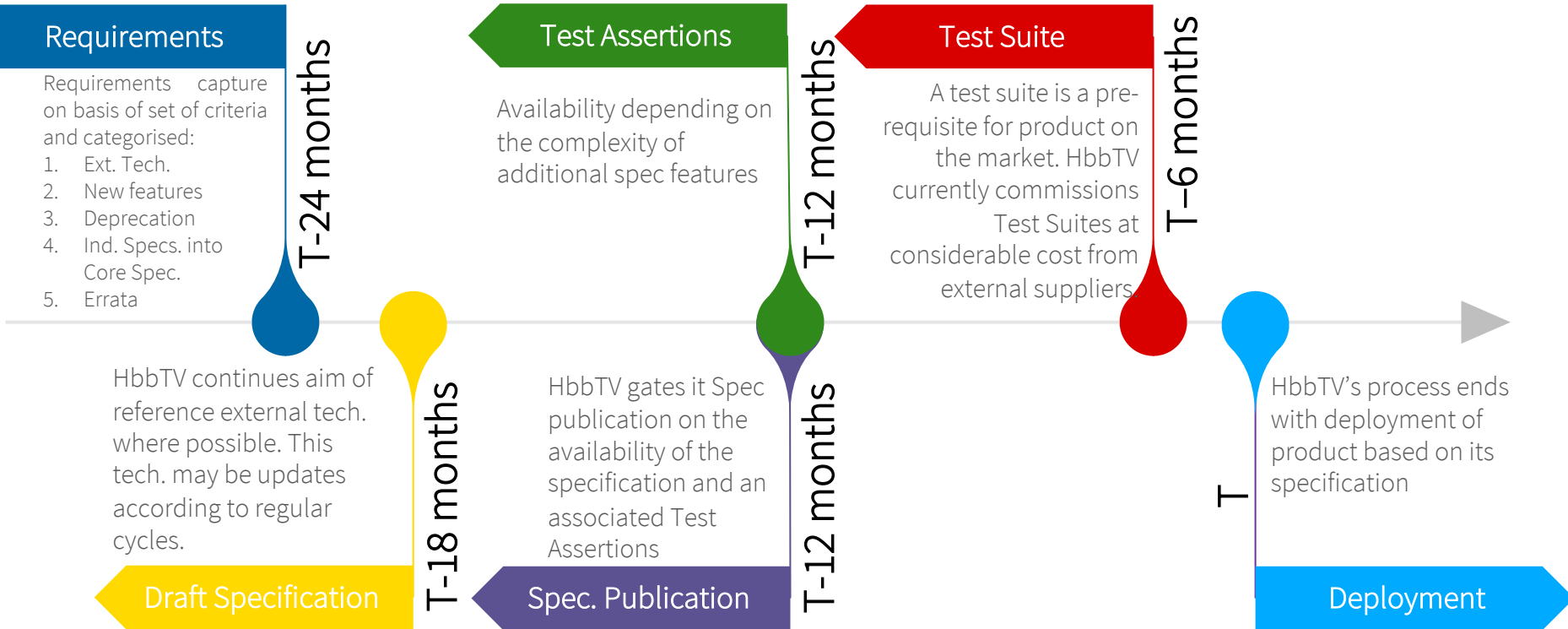
DVB & HbbTV are complementary

- HbbTV arose from a failed DVB attempt to build on MHP using HTML-like technologies
- Both are Swiss-based, not-for-profit Associations based at EBU HQ
- Many similar Members each paying a similar €8k per year fee
 - DVB has 150
 - HbbTV has 77 (almost all HbbTV Members are DVB Members, but not vice-versa)
- Many common personalities:
 - DVB Chair co-chairs HbbTV Requirements Group
 - HbbTV Vice-Chair chairs DVB Technical Module
- But some key differences

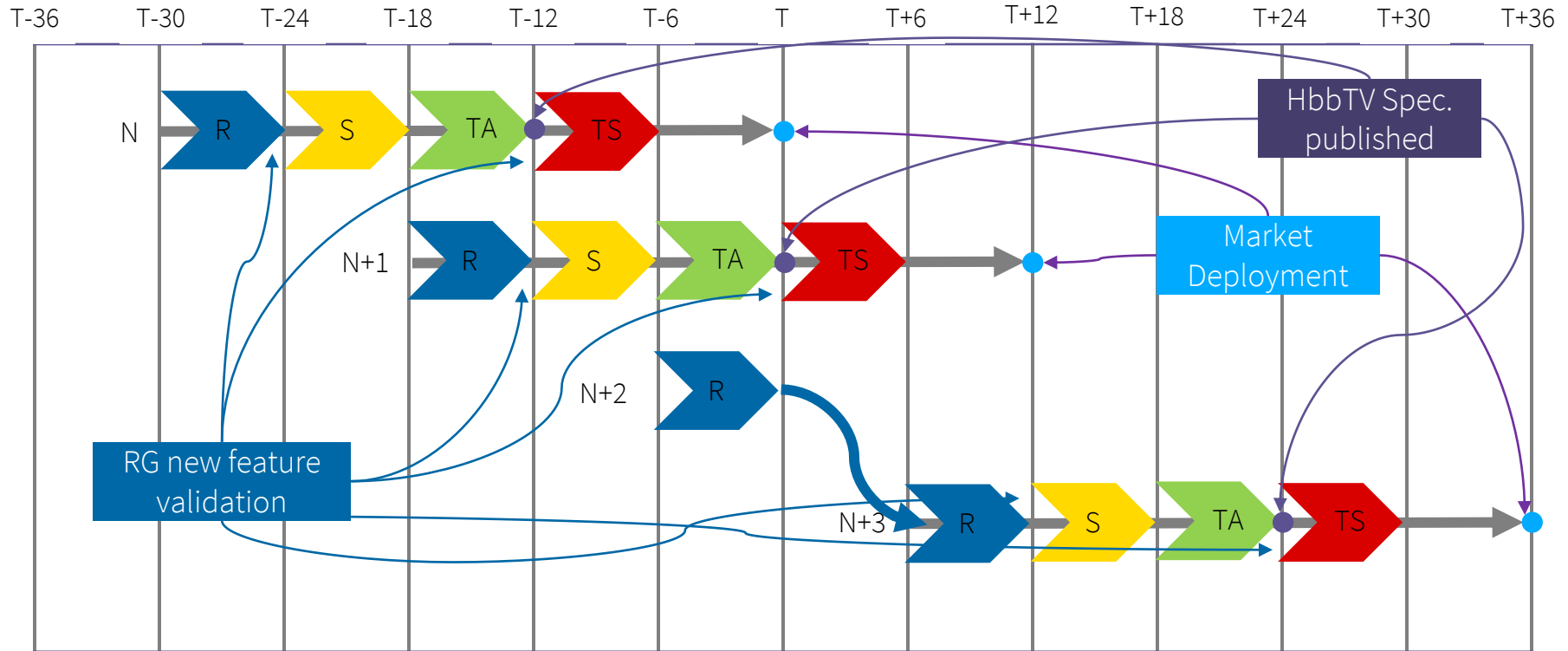
... but different

- DVB has a wider scope than HbbTV.
 - DVB's focus includes pay TV and vertical markets. It includes STBs. These are not the primary focus of HbbTV.
 - HbbTV's focus is retail/horizontal markets and TV sets.
- HbbTV has a policy of developing its own Test Suites for implementers
 - It's a key HbbTV activity that consumes the majority of its annual budget
- DVB has moved its activities further up the OSI stack of late and has adopted a lighter-touch Verification and Validation approach than is used in HbbTV

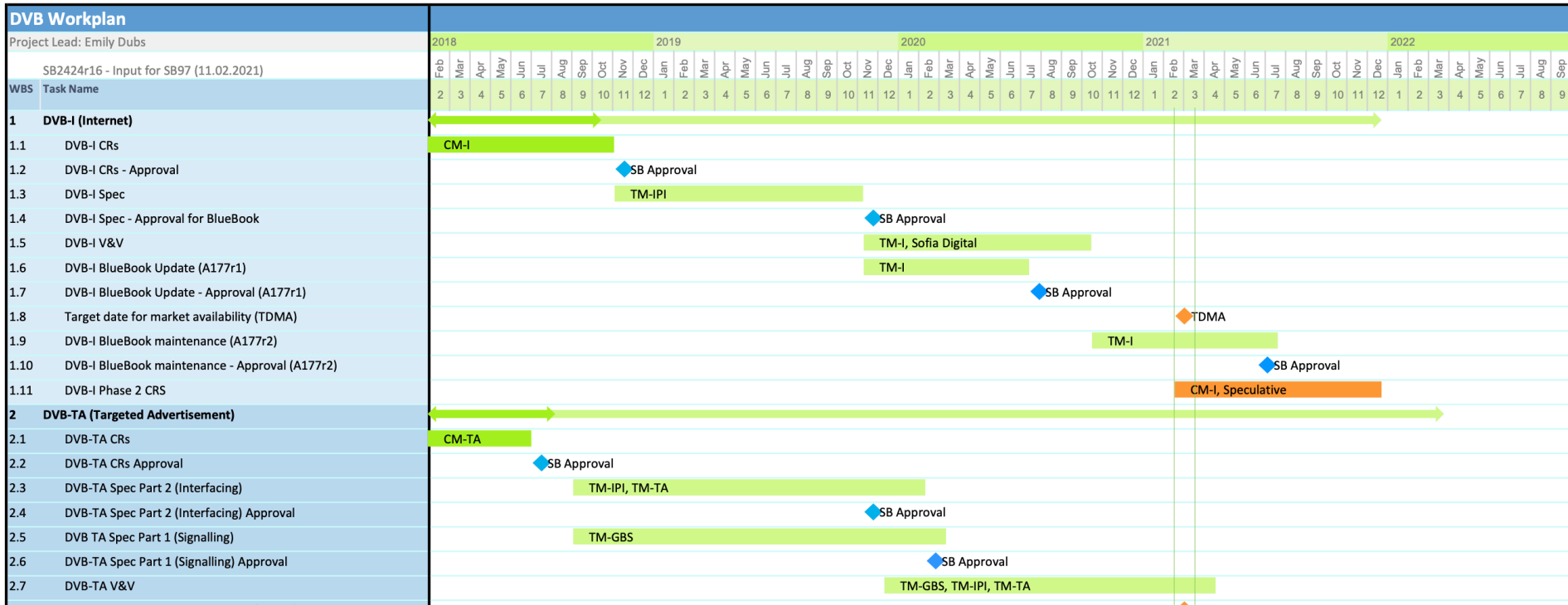
HbbTV life cycle examples



HbbTV life cycle examples



DVB has a Workplan



What does HbbTV mean for DVB?

- HbbTV has replaced MHP as DVB's hybrid TV solution and every operator should be exploiting the DVB/HbbTV solutions
- DVB and HbbTV work on areas of common interest:
 - DVB-I's reference application is available as a HbbTV OpApp
 - DVB and HbbTV have developed a targeted advertising solution
 - And continue to work on upgrades
 - DVB and HbbTV share the burden of developing DVB-DASH content validation tool

Conclusions

- HbbTV and DVB are similar but have different areas of focus
- There are many areas of common interest
- DVB & HbbTV have a symbiotic relationship fostered by common Members and personalities