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 ….
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

Requirements capture on basis of set of criteria and categorised:
1. Ext. Tech.
2. New features
3. Deprecation
4. Ind. specs. into Core Spec.
5. Errata

Requirements

- T-24 months
HbbTV continues aim of reference external tech. where possible. This tech. may be updates according to regular cycles.

Draft Specification

- T-18 months
HbbTV gates its Spec publication on the availability of the specification and an associated Test Assertions

Spec. Publication

- T-12 months
A test suite is a prerequisite for product on the market. HbbTV currently commissions Test Suites at considerable cost from external suppliers.

Test Suite

- T-6 months
HbbTV’s process ends with deployment of product based on its specification

Deployment

- T

Test Assertions

- T-12 months
Availability depending on the complexity of additional spec features

HbbTV continues aim of reference external tech. where possible. This tech. may be updates according to regular cycles.
HbbTV life cycle examples

*This timeline is indicative*
### DVB Workplan

**Project Lead:** Emily Dubs

**SB2424r16 - Input for S897** (11.02.2021)

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<thead>
<tr>
<th>WBS Task Name</th>
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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