

# 9<sup>th</sup> HbbTV Symposium and Awards 2021

## Promotional Opportunities

25<sup>th</sup> – 26<sup>th</sup> November 2021 in Paris

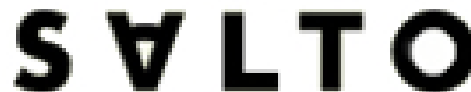


# 9<sup>th</sup> HbbTV Symposium and Awards 2021

## *«The Value through HbbTV»*



... a cooperation between ...



...being held on November 25<sup>th</sup> and 26<sup>th</sup> in Paris, the 9<sup>th</sup> Annual HbbTV Symposium and Awards provides a unique platform for the HbbTV / Media industry to listen, engage, discuss and build your network in an in presence and broadcast online digital event.

**HbbTV OpApps Reduce Costs and Accelerate Go-To-Market Deployment**

**Enables Targeted Ads on TVs**

**Improve Viewers' TV Experience with OpApps**

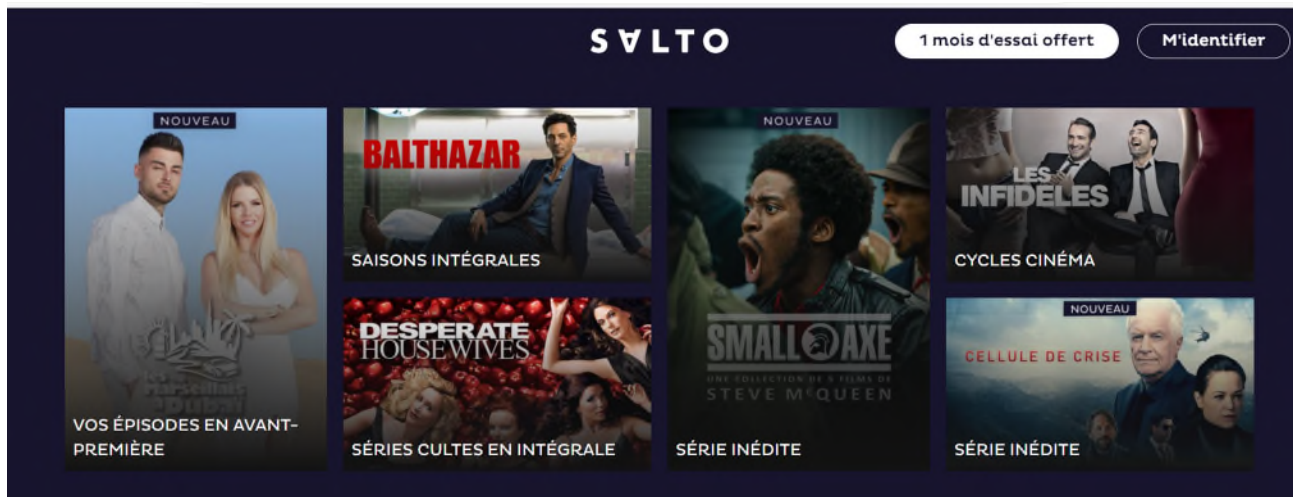
**Enrich Broadcast Services**

**Maximum Reach for Interactive Services**

**Simple Access to Enriched Services**

**Enables Enhanced Digital Switchover**

More on [www.hbbtv.org](http://www.hbbtv.org)



**SALTO** is a streaming platform and ambitious joint project of the three main French networks M6, TF1, and France Télévisions. Viewers have access to more than 15,000 hours of programming in a wide variety of genres, spanning information and news, sports, entertainment, shows for young audiences, French movies, U.S. series and documentaries. **SALTO** also offers streaming access to the programs of the main French TV channels, and the promise of exclusive previews.



- ✓ To enjoy **outstanding networking opportunities**: professionals, consultants, broadcasters, media companies and manufactures will share experiences and solutions for interoperability and future developments.
- ✓ To listen to an impressive **line-up of speakers & moderators**
- ✓ **To demonstrate and present technologies and applications** (Exhibition/Business area)
- ✓ To **accelerate** your business with **presentations, exhibition and sponsoring**
- ✓ To analyze the current market situation, **future developments** and to **foster your joint projects and applications**.
- ✓ To understand how HbbTV technologies help to **enrich your services**, enabling **Targeted Advertising on TV sets** and creating a branded TV experience with "**Operator Applications**"
- ✓ To offer a platform **to update the community** on state-of-the-art and sophisticated solutions based on HbbTV Specifications.
- ✓ To participate in a high-profile event at **international** level.

Date: **25 – 26 November 2021**

Venue: Paris – on line broadcast

**25 November – DAY 1 (10:00 - 18:00)**

10:00 – 11:00 Welcome, Registration, Networking

10:30 – 10:45 Press Briefing

11:00 – 13:00 HbbTV Symposium

13:00 – 14:00 Light Lunch & Networking

14:00 – 16:00 HbbTV Symposium

16:00 – 16.30 Coffee Break & Networking

16.30 – 18.00 HbbTv Symposium

**HbbTV Awards & Cocktail**

**26 November – DAY 2 (09:30- 16:00)**

09:00 – 10:00 Welcome, Registration, Networking

10:00 – 13:00 HbbTV Symposium

13:00 – 14:00 Light Lunch & Networking

14:00– 16:00 HbbTV Symposium

*Maximum number of participants due to pandemic restrictions:  
140/150 people*





## The Value Through HbbTV

- **HbbTV deployments over the world**
- Improving viewers' experience
- **Advert, targeted advert and other monetizing means**
- GDPR & ePrivacy
- **Content and media security and protection**
- HbbTV best practices and cutting edge innovation
- **Operator Application experiences**
- Tools and technique to develop and test applications
- **HbbTV and other standards (DVB, 5G, ATSC, etc.)**



The event hosts the **4<sup>th</sup> HbbTV Awards** to recognise those companies that demonstrate the best adoption of HbbTV.

Choose your category and send your entry as soon as possible!

Entries close on Autumn 2021 and finalists will be notified by October 2021 end.

All finalists are invited to attend the **HbbTV Awards Ceremony** on **25<sup>th</sup> November 2021** in Paris.





*A path toward the 9<sup>th</sup> HbbTV Symposium and Awards*

## HbbTV Symposium and Awards Premiere

**May 27<sup>th</sup>, 3 p.m. – 3.45 p.m. CEST**

An overview of the event curated by MEWG

## HbbTV Symposium Digital Experience

**September 9<sup>th</sup>, 3 p.m. – 4.30 p.m. CEST**

A digital event of what will be presented in November, but also an **important initiative to interact** with members, market and professionals.

Welcome Speech	5'
The HbbTV Scenario and Round Table	10'+25'
Round Table with our sponsors	40'

*A path toward the 9<sup>th</sup> HbbTV Symposium and Awards*

## HbbTV DEMO LIVE

Three HbbTV demonstration events hosting our sponsors:

- **16<sup>th</sup> September**
- **14<sup>th</sup> October**
- **11<sup>th</sup> November**

3 x 30' minutes live digital event with 6 presentations of 5' each of **HbbTV applications/products with videos, live demos, presentations, new things to “show”**, directly from our sponsor companies.

## MAIN SPONSOR – DIAMOND PACKAGE

The **Diamond Package** is reserved to our **Main Sponsors**. Your company will feature prominently throughout the event, with your company being invited to participate in a number of promotional opportunities during the **HbbTV Symposium and Award 2021** and during the **Additional HbbTV Events 2021**.

### Key Features:

- ✓ Your company logo will appear **all over the communication materials and marketing initiatives**, including the symposium website - [www.hbbtv.org](http://www.hbbtv.org)
- ✓ Your company CEO will be invited to participate in the **Symposium Opening Ceremony**, your delegate speech at the **Symposium** and at the **HbbTV Symposium Digital Experience**
- ✓ Your company will be a **co-sponsor of the HbbTV Awards with a short speech**
- ✓ Your company will have a **2 page company profile on Symposium program + ADV**
- ✓ Your company will have a **corporate booth (4 x 3 m.) in the business area**
- ✓ Your company profile will appear on the HbbTV Symposium press pack
- ✓ Your company will receive **4 pass for the Symposium**
- ✓ Your company will have **5' slot presentation** during one of the **HbbTV Demo Live** on line event



**Cost: € 6,500 HbbTV Member**

*(HbbTV Non Member €7.500 – All prices VAT not included)*

Sponsor Level	Gold	Silver	Bronze
(w/o VAT)	€4,500	€2,500	€1,500
	(HbbTV non-member: €5,500)	(HbbTV non-member: €3,500)	(HbbTV non-member: €2,500)
Package Features	<ul style="list-style-type: none"> <li>A CEO speech during the Symposium</li> <li>Delegate participation in a round table at <b>HbbTV Symposium Digital Experience</b></li> <li>Company logo in the press release and press pack</li> <li>One page Company profile on the Symposium brochure</li> <li>Company logo on Symposium website – Gold Sponsor</li> <li>5' slot presentation during one of the <b>HbbTV Demo Live</b></li> <li><b>2 pass</b> for the HbbTV Symposium and Awards</li> </ul>	<ul style="list-style-type: none"> <li>Company mentioned in the HbbTV Symposium Opening Ceremony</li> <li>Company logo in the press release</li> <li>½ page of Company profile on the Symposium brochure</li> <li>Company logo on Symposium website – Silver Sponsor</li> <li><b>1 pass</b> for the HbbTV Symposium and Awards</li> <li>5' slot presentation during one of the <b>HbbTV Demo Live</b></li> </ul>	<ul style="list-style-type: none"> <li>Company mentioned as Technology Sponsor during the HbbTV Digital events</li> <li>Company logo in the press release</li> <li>¼ page of Company profile on the Symposium brochure</li> <li>Company logo on Symposium website – Bronze Sponsor</li> </ul>
Business Area	<ul style="list-style-type: none"> <li>A corporate booth (3 x 2 m.) in the business area</li> </ul>	<ul style="list-style-type: none"> <li>Virtual Business Area</li> </ul>	

# Booth – Basic Package

#	Item	Diamond	Gold
Basic Package			
1	White rear walls 4m x 3m	Included	
2	White rear walls 3m x 2m		Included
3	Counter 100x120 cm	1x included	
4	Carpet + Electrical socket	Included	
5	Stool	2x included	
6	Ethernet Connection (no Wifi, about 5-10 Mbit/s)	included	

## Optional items are available on demand:

TV sets

Technical TV Connection

Extra Counter

Hostess

White Wall Graphic Print





*Available to Diamond, Gold and Silver Sponsors*

Your Company  
Logo here



VIDEO



DEMO LIVE



MEETING



MATERIALE PDF



MATERIALE PDF



MATERIALE PDF

A virtual online “**business area**” accessible from the Symposium website where Sponsors could publish their own business content, i.e. promotion and demo videos, brochures of their products and the meeting agenda.

This dedicated virtual booth includes a web page with a presentation of the company and as many keys as needed to give access to specific content. Content must be provided by companies and will be published by the symposium organizers.

Alternative to the described Sponsor Packages we offer more opportunities to increase your visibility and value to your business:



**Social Break**  
**Key Band**  
**VIP Package**  
**CEO Interview**  
**Awards Sponsor**



*Cost: to be discussed – please contact us*



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**Emmanuelle Coulon**

**SALTO**

Ticket	Members Price	Non-Members Price	Date
Early Bird	150 €	180 €	Until 30 <sup>th</sup> Sep
Full Fee	220 €	250 €	From 30 <sup>th</sup> Sep