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MEMBER NEWSLETTER

June 2021



Message by the Chairman

Dear HbbTV members,

The world is looking ahead with more optimism these days. After the regrettable, but necessary cancellation of our 2020 Symposium, the HbbTV Association has decided to hold its annual main event again this year, despite the challenges that the Covid-19 situation poses to international business events.

We will be hosting the 9th HbbTV Symposium and Awards on November 25 and 26, 2021 in Paris and are delighted to have our member SALTO as co-host on our side. The event marks HbbTV's return to France, where the standard was partially born and developed 11 years ago.

While HbbTV continues to grow in its legacy markets (Germany, Italy, Spain and the UK) there are very positive signs in new markets such as Turkey. And we are seeing a completely renewed appetite in the French market, where SALTO perfectly embodies the new type of enriched TV offering that can be built by leveraging HbbTV's interactive capabilities.

We have made further progress in recent months. The new version v2021-1 of our Test Suite now contains almost 3,000 tests. We have published a new tool which opens new options for conformance regimes: The Test Assertion Repository (TAR). An international law firm is supporting our Privacy Task Force to deal with the GDPR and other privacy challenges in the context of HbbTV.

As usual, the HbbTV Symposium and Awards targets platform operators, broadcasters, advertisers and adtechs, standards organisations and technology companies, offering first-hand insights into the latest and most innovative services available to viewers, operators and advertisers. We expect intense and fascinating discussions about possible new features in 2.0.5 and how to bring HbbTV to maturity by taking HbbTV more into the heart of the core business and not only focus on innovations in the future. And we will zoom on the important aspect of conformance regimes by sharing best practices and discuss how to address the challenges.

The annual key summit of the connected TV industry will also host the 4th edition of the HbbTV Awards, featuring a wide range of categories designed to acclaim best practice and excellence in the HbbTV community.

We would be very pleased to welcome you and all other industry players interested in HbbTV as participants at this year's event in Paris.

Yours sincerely,

Vincent Grivet
HbbTV Chair

9th HbbTV Symposium & Awards 2021 in Paris



November 25 - 26

More information soon

SALTO

The 9th HbbTV Symposium and Awards will take place in Paris on November 25-26, 2021. The key summit of the connected TV industry, targeting platform operators, broadcasters, advertisers and adtechs, standards organisations and technology companies, will be co-hosted with SALTO, the new French streaming platform founded by the leading domestic public and commercial broadcasters France Télévisions, TF1 and M6. The accompanying website will be announced soon.



[HbbTV Webinar in June](#)

NextGen TV: What's on in the US

Our next HbbTV webinar will take place on Wednesday, June 16, 3:00 PM - 4:00 PM CEST. HbbTV laid the foundations of hybrid TV and exported the experience into the US. Now let's be inspired by the American NextGen TV progress. A round table to discover the latest ATSC 3 application trends, directly from the voice of key executives from the US market. If you are interested, please register [here](#).

General Assembly 2021

Candidate Additions



- Candidates resulted from Members poll (closed on 30/03/21)
 1. IPv6
 2. Implications of Core HbbTV Specification Privacy Review
 3. Support for DVB Home Broadcast Specification
 4. Support for new video and audio coding systems profiled by DVB
 5. Maintain Access to Open Source libraries through web platform updates
 6. Allow for HbbTV apps to be suspended and resumed
 7. Native Player support for low latency live streaming (DVB-I)
 8. NGA features
 9. Enable HbbTV to launch other non-HbbTV application environments
- Member questions welcomed, [Redmine](#) is our tool and come and join the Requirements Group!



1:42:26 / 3:18:48



1. Welcome Vincent Grivet, Chair HbbTV Association

- 1.1 Antitrust Warning
- 1.2 Approval of Agenda
- 1.3 Approval 2020 GA Minutes



0:08:33 / 3:18:48



The Association Chair opened another successful General Assembly on April 29, 2021 with a report which highlighted the ongoing strength and opportunities for HbbTV as a unifying force within the industry in a backdrop where content viewing continues to grow and the TV set remains the preferred viewing device. Some of the highlights:

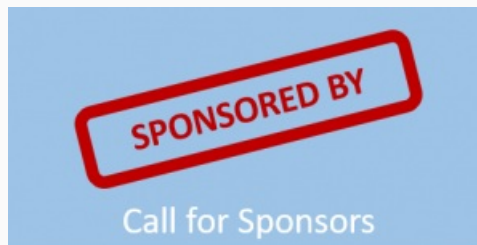
- The GA approved the budget for the FY 21/22.
 - A sub-committee of the Steering Group is working on Phase 1 of a review of the Association's Test Supply chain. Phase 1 brings together the views of Senior and Operational stakeholders and key suppliers in the supply chain. Future phases will look to draw from that insight and propose improvements.
 - The SG authorised an RFP to select a supplier to establish HbbTV's own cloud infrastructure. As part of the wider ongoing operational improvements, this initiative will begin with hosting key Test WG software in the cloud. The hope is that this initiative will further improve the value and utility of Association assets to members and the Steering Group.
 - The SG evaluated a migration to an improved members' portal and decided to defer to allow the time for a smooth transition later in the year. It is hoped this project will bring alignment with the tooling of other industry organisations and improve the effectiveness of the entire HbbTV community.
 - The SG has begun a process of longer range budget modelling which aims to ensure the Association's finances will continue to be in good order and that the investments made continue to reflect what is most important to members and the needs of the industry as a whole.
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HbbTV Symposium and Awards Premiere

Our first preview event for the HbbTV Symposium and Awards 2021 on May 27 was a full success. We gained interesting insights from the event's sponsors Dolby, Fincons Group, Kineton, Mediaset and Vewd, revealing new products and demos they will bring to Paris. Our special guest, Paul Gray, Senior Research Manager, Home Devices at Omdia, delivered a keynote speech on the status of the device market with a special focus on HbbTV-compliant devices. Our chair, Vincent Grivet, guided the participants through the journey of our two-day conference on November 25-26 and the nuances of the HbbTV Awards.

The strong interest has also been confirmed by the high number of viewers watching the [replay of the preview event on YouTube](#) which has so far attracted more than 8,300 views.



Attractive Sponsoring Packages

Welcome to the first five sponsors

Sponsoring is a key element at the HbbTV Symposium and Awards. For the 9th edition of our annual main event in Paris we are offering very attractive [Sponsoring Packages](#) for members and non-members.

With Dolby, Fincons Group, Kineton, Mediaset and Vewd we welcome the first five sponsors.

We would like to invite you to take this chance to present your company, products, solutions and services at the key summit of our industry. Please take a look at our [Sponsoring Packages](#).



Call for Speakers open

The HbbTV Association, which co-hosts the Symposium and Awards 2021 in Paris with French streaming platform SALTO, is inviting industry executives and experts to speak at the annual key summit of the connected TV world. Please take a look at our [Call for Speakers](#). **Deadline: July 15, 2021**

Application Discovery over Broadband (ADB) Survey

The Requirements Group has initiated a survey about a specification called Application Discovery over Broadband (ADB), just finalised by the HbbTV Specification Group and now integrating Targeted Advertising features and other elements to make a more complete proposition. The Group would like to inform discussions in the Steering Group and Marketing and Education Group on the next stages for this specification. It would like to know who plans to implement it. The survey should take you seconds to complete if you're familiar with the topic, and a little longer if you need to do a little background reading as to the new features incorporated in this latest ADB specification. Here's the link to the survey: <https://forms.gle/KZVv1NRVNN4zGVo97>

The survey will be closed EoB on **Friday, June 11, 2021**.

Latest Press Releases and News

HbbTV Symposium and Awards 2021: Call for Speakers

The HbbTV Association, which co-hosts the event with French TV platform SALTO, is inviting leading industry executives and experts to speak at the annual key summit of the connected TV world. [More](#)

HbbTV Releases an Updated Test Suite and a Set of Test Descriptions to Further Support Conformance of TV Receivers

The HbbTV Association is pleased to announce the simultaneous release of the 2021-1 version of the HbbTV Conformance Test Suite and the Test Assertions Repository (TAR). [More](#)

HbbTV Symposium and Awards 2021: Call for Sponsors

The HbbTV Association has compiled several attractive sponsorship packages for promotional activities. [More](#)



News from the Working Groups and Task Forces

Specification Group

The main focus in the Specification Group is HbbTV 2.0.4. The main work is on the key themes of accessibility and integration with voice assistants. Stable drafts exist for integration with DVB-I and a number of smaller topics. All this is happening in the regular slot of alternate Tuesday mornings from 10:30-12:30 European time.

A stable draft exists for the combination of targeted advertising and application discovery over broadband (watermarks). Test assertions are written and mostly reviewed. It is expected this specification will be ready to be submitted to the Steering Group very soon.

Work has just re-started on the update to the operator applications specification. This is largely based on feedback from early OpApp deployments. A stable draft exists and work is now starting on writing test assertions. The draft may be updated to address a small number of bugs and to fill some recently identified gaps.

The Specification and Testing Groups are cooperating on improving testing of web specifications. These have not been tested systematically before. Two activities are being considered, 1) use of a subset of the W3C Web Platform Tests in general and 2) more detailed testing of the W3C Media Source Extensions being developed inside the CTA WAVE project.

Marketing and Education Group

After one year off, the 9th HbbTV Symposium and Awards was finally announced and the MEWG is back to work on it to grant our members, sponsors and the overall HbbTV community a renewed and exciting event in Paris this year in partnership with SALTO, the new French streaming platform founded by the leading domestic public and commercial broadcasters France Télévisions, TF1 and M6. We are confident that it will be an "in presence" event this year, streamed online, too.

There are topics so relevant and important for our community; the November event is promising to be the most interesting ever: operator application, targeted advertising using watermarking, HbbTV on DVB-I/DVB-DASH services, companion screen and conformance regimes realities and "how to implement them" discussion together with other topics that will be not only part of the Symposium agenda, but also part of the exhibition area with very promising and exciting demonstrations of our technology. Last but not the least, we are going to host the 4th edition of the HbbTV Awards to celebrate the best practices throughout the HbbTV community.

In addition to this intense work, the remaining MEWG time was spent on further initiatives one of which is a brand new project very useful and focused on application developers: an "HbbTV Developers Portal", a place to provide quick access to technical information in a structured, searchable and crawlable way. We think that it will play a critical role in application development and to support thriving a vital developer community; it is going forward, a promising project that raised good interest between members.

We are all looking forward to welcoming you at the Paris 2021 HbbTV Symposium and Awards on 25th and 26th November!

Testing Group

The Testing Group has recently published the Test Suite v2021-1, the first major release of the Test Suite in 2021. The release contains 2,963 test cases in total, an increase by 142 test cases since the v2020-3 release. The release includes a complete test package developed for the HbbTV specification for Targeted Advertising (HbbTV-TA) and first test cases for the new HbbTV specification v2.0.3. The remaining test cases for HbbTV v2.0.3 will be delivered during 2021 and should form part of the 2021-2 release.

Prior to this release, the Testing Group has held a remote Testing Event in March to gather evidences required for the test approval. The event was participated by 14 manufacturers, test material providers and reviewers. There have been 630 tests available for testing in total during the event, of which 285 are testing core HbbTV features, 116 the Operator Application and 229 the Targeted Advertising specification.

The Testing Group has also released a set of test descriptions, which can be referred by any organisation running a conformance regime for HbbTV compliance when a definition of compliance is needed. The test assertions are publicly available through a Test Assertion Repository (TAR) which can be found on the HbbTV website.

Privacy Task Force

The Privacy Task Force is gathering more participants and energy with the support of an international law firm to deal with GDPR and other privacy challenges in the context of HbbTV

With the engagement of the international law firm Bird & Bird, selected to support the Privacy Task Force on writing the privacy handbook, the PTF now started with the substantive work of the project and already attracted more participants.

The next milestone is an initial workshop with Bird & Bird on June 15 on the topics of the HbbTV usage scenarios to be covered in the handbook and a preliminary discussion of the data protection challenges and associated perspectives of PTF members. The PTF chairs are hoping for broad participation among PTF membership, including a potential involvement of the in-house legal teams, to ensure we are gathering input from all industry stakeholder groups, and ideally a variety of PTF members representing those stakeholder groups.

Improving Interoperability Task Force

The HbbTV Improving Interoperability Task Force (IITF) has conducted a survey to receive feedback on the top 3 interoperability issues implementers are facing in the market today. The focus was not on specific manufacturers or brands, but on issues affecting a number of implementations.

HbbTV in International Media

HbbTV releases updated Test Suite

The HbbTV Association has announced the simultaneous release of the 2021-1 version of the HbbTV Conformance Test Suite and the Test Assertions Repository (TAR). (*Advanced Television*). [More](#)

ACCESS licenses iSuite for HbbTV testing on Smart TVs

ACCESS is to licence the Ligada iSuite from Eurofins Digital Testing. It means that the NetFront Browser BE will be able to power next-generation HbbTV Smart TVs. (*Broadband TV News*). [More](#)

Salto arrives on digital terrestrial platform

Salto, the streaming joint venture between French commercial broadcasters TF1 and M6 and public broadcaster France Télévisions, has arrived on the country's digital terrestrial platform. (*Digital TV Europe*). [More](#)

bmt unveils HbbTV Rating Monitor: TV ratings in real-time

German technical service provider bmt has launched the HbbTV Rating Monitor, providing real-time figures of the viewers watching a TV programme. (*Broadband TV News*). [More](#)

Freeway Australia deploys HbbTV 2.0

The new Freeview solution combines 35 linear channels with access to an on-demand library of more than 50,000 programmes with content from ABC iview, SBS On Demand, 7plus, 9Now and 10 play. (*Digital TV Europe*). [More](#)

This newsletter is published by the HbbTV Association MarCom Team.

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