



Welcome HbbTV Association members, I'd like to introduce you to our new look newsletter. It has been designed to appear more visually appealing and easier for you to digest. Each edition will include a small number of articles which I hope you will find relevant and interesting, including our major news stories as well as an update on the activities of all of the working groups.

I'd like to extend a big thank you to all of you who are actively involved – the HbbTV Association is a members led organization so is dependent on contributions from you, our valued members. The newsletter is also an opportunity to communicate HbbTV-highlights from you which are of interest to other members. The marketing and education group welcomes any active participation.

Finally, I'd also like to mention how much I am looking forward to seeing you all at the symposium in October. This year is already shaping up to be an interesting event – hopefully our best yet!

Warmly,
Klaus Illgner
Chairman HbbTV Association



RECENT PRESS RELEASES

THE 6th ANNUAL HbbTV SYMPOSIUM, 17-18 OCTOBER, AUDITORIUM ANTONIANUM, ROME

The HbbTV Association and the HD Forum Italian Association (HDFI) are proud to announce this year's HbbTV Symposium, on October 17-18, 2017 at the historic Auditorium Antonianum in central Rome. The theme 'HbbTV: Technical Excellence, Commercial Advantage' will extend throughout this premier HbbTV industry event which delivers an impressive line-up of keynote speakers, and informative lectures and debates to engage the audience of key industry influencers...

[Read Full Story](#)

The Asociación Española de Televisión Digital Interactiva (AEDETI) and the HbbTV Association, a global initiative dedicated to providing an open standard for the delivery of broadcast and broadband services through connected TVs and set-top boxes, are pleased to announce that the Spanish Digital TV Tech Forum (Foro Técnico de la Televisión Digital) has adopted the new standard HbbTV 2 version 2.0.1 in its DTT receiver's specification for the Spanish market...

[Read Full Story](#)

The HbbTV Association, a global initiative dedicated to providing an open standard for the delivery of broadcast and broadband services through connected TVs and set-top boxes, today applauds NorDig for releasing specifications to support the adoption of HbbTV 2. The update represents the first steps by the region to move from HbbTV1.5 to HbbTV 2...

[Read Full Story](#)

GENERAL ASSEMBLY

The HbbTV Association held an extraordinary General Assembly on 6th April 2017 in Munich. The General Assembly approved the budget for Fiscal Year 2017/18 and nominated SFG Conseil SA as the auditor for HbbTV's accounts for Fiscal Years 2016/17 and 2017/18.

STEERING GROUP

The Steering Group held two face to face meetings (23rd – 24th January 2017 in London and 6th – 7th April 2017 in Munich) and 5 teleconferences (13th January 2017, 17th February 2017, 17th March 2017, 12th May 2017 and 9th June 2017). All reports of the teleconferences and meetings for 2017 can be found on [KAVI](#).

Decisions made in the teleconferences and meetings included the following:

- To issue the RFP for a DRM reference application and the related press release.
- To approve the proposed agreement with RadioDNS.
- To approve the release of v9.1 of the HbbTV Test Suite.
- To place a sample order to M4Marketing for Marcom support.
- To approve the requirements for HDR, HFR and NGA (HbbTV-SG-00221-000).
- To appoint Mr Redon as treasurer of the HbbTV Association starting with 23rd January 2017.
- To sign the asset transfer agreement with STA followed by transferring the assets, creating an appropriate link to STA website on the HbbTV website and inviting Panasonic to the Steering Group teleconferences and meetings as an observer.
- To update the reference in the HbbTV Specification with the new DVB solution to attacks on the broadcast as optional by immediately issuing errata to HbbTV 2.0.1 and add it in the update to the main HbbTV Specification that adds HDR/HFR/NGA.
- To organize testing events on a regular basis (every 2-3 months).
- To extend Test Material Reviewer (TMR) activities to broaden the scope and to also undertake detailed reviews.
- To send an official Letter to HbbTV members raising the sensitivity of testing reviewing and to motivate putting resources in this activity.
- To explore an independent audit regarding Privacy Regulation of the HbbTV Specifications (Core Specification, ADB-, IPTV- and OpApp- Independent Specification).
- To put the 28 Test Assertions related to ADB on the list of new Test Assertions to be ordered, on the condition that there are parties committed to reviewing these tests.
- HbbTV 2.0 includes some features that build upon CI+ and are conditional-mandatory on inclusion of CI+ in the terminal. The Specification Group have created assertions for these features. The Steering Group agreed to the fundamental concept that CI+ LLP takes full responsibility for procuring and deploying these Test Assertions and is publishing the equivalent of Test Assertions in a similar way on the HbbTV website.

CERTIFICATION WORKING GROUP

Over the past months, the Certification Working Group have completed the RFP for the DRM reference application, which was subsequently approved and issued by the Steering Group. The Working Group drafted a template agreement in readiness for the appointment of the selected company and this was used by the Test Bid Acceptance TF in their negotiations.

MARKETING & EDUCATION WORKING GROUP

The Marketing & Education Working Group had 10 teleconferences between September 2015 and December 2016. The main activities of the Marketing Working Group were focussed on:

- Publishing several press releases (please also refer to the HbbTV-Ticker at the end of this Newsletter).
- Preparing and organizing the 6th annual HbbTV Symposium 2017 which will take place in Rome on 17th – 18th October 2017.
- Publishing of country specific sites on the HbbTV website with details for HbbTV related information and services per country.
- Completion of marketing support RFP process, with the award of the support contract to M4Marketing.

The Marketing and Education Working Group holds regular phone calls every second Thursday afternoon and welcomes support from additional members.

SPECIFICATION WORKING GROUP

At the start of 2017, the Specification Working Group focussed exclusively on completing the operator applications specification. Following a technical review in March, a stable draft specification was announced at the end of April. Currently, test assertions are being delivered and reviewed. In line with usual HbbTV practice, the specification will only be published once the assertions are all reviewed. The process of test assertion writing and reviewing has resulted in issues being found with the specification and work continues to resolve these.

After the stable draft of the operator application specification was achieved, consideration of reported issues with the HbbTV 1.5 and 2 specifications was undertaken. A first set of errata documents for both 1.5 and 2 were prepared and approved by the Steering Group in June as well as a copy of the 1.5 specification with the errata integrated ([HbbTV-SPEC20-00036-003-Errata 1 to TS 102 796 V141.doc](#), [HbbTV-SPEC15-00004-001-Errata 4 to TS 102 796 V121.doc](#) and [HbbTV-SPEC15-00001-001-specification_with_errata-integrated.docx](#)). The main goal for this first set of documents was to include the DVB solution for man-in-the-middle attacks on broadcast signals – as optional. Work continues to address other issues reported with the 1.5 and 2 specifications and a second set of errata documents will be issued later in the year.

TESTING WORKING GROUP

The Testing Working Group has been working to extend the coverage of the HbbTV Test Suite. Platform operators in the UK, Spain and Italy have provided input to prioritise approval of the test cases, based on the services they plan to introduce and conformance problem areas they have identified. This has helped the group to order its activities and has brought forward the commissioning and delivery of a number of critical test cases. As the number of packages requiring delivery acceptance review has reduced, the Test Material Review companies have been re-assigned to strengthen the member review and approval effort.

An Interoperability event was held in the UK in May and the group took this opportunity to host a Test Event, with the aim to execute as many test cases for the forthcoming release. The event was largely successful and we have agreed to aim to add a Test Event to future Interop events wherever possible, at least the ones hosted by IRT but also the many regional events held each year.

Following the release of version 9.1 of the Test Suite in January 2017, we will make further releases in July and November 2017, and March 2018. The November release is for maintenance only.

Recognising that the complexity of managing the test suite has increased significantly in its lifetime (with a ten-fold increase in the number of test cases since the first release), the group are specifying new tools to simplify the review, approval and test challenge processes. The aim is to reduce the manual effort involved in engineering processes and to simplify the release process. This will be based on the current Redmine online management tool, well known to everyone involved with the test suite.

The group has held face to face meetings in February at RT-RK and in May at TP Vision in Belgium. Our next face to face meeting will be hosted by Samsung in Warsaw at the start of August. Regular phone calls are held every second Wednesday afternoon.

REQUIREMENTS WORKING GROUP

The Requirements Group continues to grapple with the question of the inclusion of the unique device identifier in the HbbTV specification and overall the impact of the GDPR on the HbbTV suite of standards when it comes into force. Discussions continue. The last Requirements Group input to the Steering Group sparked an action to provide a GDPR audit of the HbbTV specification.

TEST BID ACCEPTANCE FORCE

In the last few months the TBATF oversaw the process that resulted in Dr Krzysztof Lis being appointed as a second Test Material Reviewer, in addition to DTG.

We also similarly oversaw the placing of the DRM Reference Application order with Sofia Digital. Half a dozen high quality responses were made to this RFP from all over Europe indicating that interest and growth in HbbTV remains strong. This application is due for delivery later in the year and will be a topic of focus at the Symposium.

In order to meet the HbbTV migration needs of Italy and the UK we also placed a small order for further tests from Eurofins which have been delivered and are currently going through the normal acceptance processes. In the Autumn we will review the priority of all other test material orders currently in the pipeline and make recommendations to Steering Group on such further Test Material orders.

IMPROVING INTEROPERABILITY TASK FORCE

The Improving Interoperability Task Force (IITF) has been working on requirements and a commercial approach to DVB DASH validation. We are liaising with DVB and DASH_IF on this topic. The IITF steered the RFP process for a DRM Reference Application whereas Sofia Digital was finally selected as the supplier. In addition IITF started overseeing the DRM Reference Application delivery.



HbbTV IN THE NEWS

- [HbbTV programmatic advertising explodes in Czech Republic](#)
- [SBS Broadcasting launches addressable TV ads on HbbTV](#)
- [Fox channels boost Hungarian HbbTV](#)
- [Sofia Digital to implement reference streaming app for HbbTV Association](#)
- [Czech TV Nova tests blue button within HbbTV](#)
- [Media Broadcast expands HbbTV/DVB-T2 service](#)
- [SERAPHIC makes key HbbTV 2 move](#)
- [Chris Dziadul Reports: CEE's HbbTV leader](#)
- [Slagr TV widens HbbTV reach](#)
- [Czech Nova revamps HbbTV service](#)
- [Opera and BBC show HbbTV synchronisation](#)
- [HbbTV first for Czech Q2](#)
- [Media Broadcast unveils HbbTV service on DVB-T2](#)
- [Eurofins and Samsung to develop HbbTV App test centre](#)
- [HbbTV debuts on Slovenian cable](#)
- [Czech Republic prepares for HbbTV 2.0](#)
- [Sport1 launches new HbbTV service](#)
- [HbbTV advances in Czech Republic](#)
- [HbbTV issues RFP for online video streaming](#)
- [RTV Slovenija makes HbbTV move](#)
- [HbbTV breakthrough in Turkey](#)

Don't forget about our call for speakers for the 6th annual HbbTV Symposium which is due to be held in Rome on 17th-18th October 2017!

[Read the full story on our website!](#)

[Back to Top](#)

