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MEMBER NEWSLETTER
August 2020



Message by the Chairman

Dear members,

Since its creation 10 years ago, the HbbTV standard has become a success story in the international TV landscape. While the current circumstances do not allow us to celebrate our anniversary together, the recently launched [10-Year HbbTV Anniversary Special](#) on our website offer a great opportunity to jointly look back at the development we can be proud of.

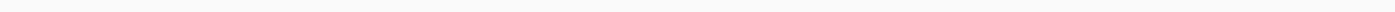
On the microsite you will find the key HbbTV milestones from the standard's creation to the present situation, historical text, video and photo footage as well quotes by contemporary witnesses. You are invited to visit and contribute to this HbbTV treasure chamber.

Following the decision not to hold our annual HbbTV Symposium and Awards this year due to the Coronavirus outbreak, we created an alternative communication platform in mid-June with the HbbTV webinar series. In these live sessions jointly hosted with member companies, interested parties can learn about the latest developments in the convergent broadcast and broadband world as well as about HbbTV's specifications, which enable broadcasters, platform operators and hardware manufacturers to offer viewers a compelling TV experience. The high level of interest and the fact that almost half of the registered webinar participants are non-members of the HbbTV Association confirm the strong need for exchange and communication.

Finally, I would like to thank all members for their great trust and my re-election as Chair of the HbbTV Association. In the coming two-year term, the Steering Group will focus on further extending the deployment and the support of the HbbTV specifications in the market including the Targeted Advertising specification published in spring and the v2020-2 version of our Conformance Test Suite released at the end of July. After all, despite the major challenges of these times, much remains to be done to further deliver and establish HbbTV up to its full adoption and usage potential.

Yours sincerely,

Vincent Grivet
HbbTV Chair



Video portals via HbbTV



Norway



Greece

Turkey



Australia

Video portals make the main HbbTV offering in many countries



HD+ integrated in TVs – Installation

TV First Time Installation

“Two clicks”

Installation of HD+ after internet setup and channel search

- 1 First hint for HD+ when selecting the reception method



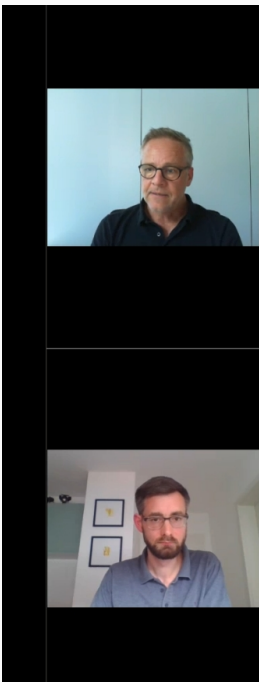
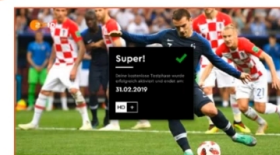
- 2 Option for installation after channel search



- 3 Activation of HD+ after first time installation



- 4 Starting of the six month free period



Successful Launch of HbbTV Webinar Series

Due to the Coronavirus situation and the cancellation of this year's HbbTV Symposium and Awards, the HbbTV Association has launched a webinar series as an alternative platform to focus on industry topics and developments and to continue communications with members and all people interested in the standard.

The interest in the first two webinars in June and July, co-hosted by IRT and HD+ respectively, has been much stronger than expected. With a total of more than 500 registrants and 310 attendees, the two events reached an above-average attendance rate of over 60%. The video recordings of the webinars on our YouTube channel generated more than 630 views - the number is growing daily.

More than 95% of the attendees rated the webinars as 'very good' or 'good' in the brief survey following the sessions. Another interesting fact is the development that the webinars are bringing together members and other industry people: 48.6% of attendees were non-members.

Very positive is also the feedback by our own members. More and more companies are willing to actively contribute to the webinars with ideas and presentations. We will continue the series after the summer break in mid-September on the subject of testing and certification.

If you have missed the first two webinars, you can access the full video recordings on our [Youtube Channel](#) and download the PDF presentations held by [IRT](#) and [HD+](#).



10-Year Anniversary: Microsite goes live

The [Treasure Chamber of HbbTV](#) opened its doors in mid-July and keeps growing. We would like to thank all people who supported us with material and quotes. You will find in this archive lots of interesting historic footage: pictures, videos, press releases, articles and presentations dating back to the very early days. A timeline shows the development until the present time.

The microsite is an ongoing, expanding platform. We would like to add more material. Do you have pictures, videos, articles, presentations or other material in your archive? You are welcome to get in touch with the HbbTV MarCom team to use this opportunity of sharing these important documents. Please send the material by email to communications@hbbtv.org. For larger files, we recommend using the service www.wetransfer.com.

Latest Press Releases and News

HbbTV releases version 2020-2 of the HbbTV Conformance Test Suite

The HbbTV Association is pleased to announce the publication of a new version of the HbbTV Conformance Test Suite. The new version is called v2020-2. [More](#)

HbbTV Association gains new members

The HbbTV Association is proud to announce that seven new companies have joined the industry association in the past 12 months. [More](#)

Vincent Grivet remains Chair of the HbbTV Association

The HbbTV Association is pleased to announce that Vincent Grivet (Salto) has been re-elected as its Chair. [More](#)

HbbTV to launch webinar series on industry topics and developments

The HbbTV Association will offer a series of webinars, covering current issues, solutions and developments in the TV and OTT market. [More](#)



News from the Working Groups and Task Forces

Steering Group

The Steering Group (SG) held a number of teleconferences over the last five months. Key topics discussed and approved include the following items:

- Appoint Mr. Matt Poole the PMO role, Supply Chain and Redmine administration
- HbbTV TA specification was approved
- Authorised an approved version of the DASH Validator (though this has latterly been decided to be given to DVB)
- Members of the SG met with German federal regulator BNetzA
- Approved a new RFP for a redesign of the associations Test Supply Chain

- Vincent Grivet was re-confirmed as Chair of the HbbTV Association and Jon Piesing was re-confirmed as Vice-Chair.

Specification Group

The Specification Group has completed a release of the errata to HbbTV 2.0.1 and 2.0.2. An errata document has been published which is both the fourth errata to HbbTV 2.0.1 and the first errata to HbbTV 2.0.2. There are also versions of HbbTV 2.0.1 and 2.0.2 with the errata integrated so people can see all the changes in context. The version of HbbTV 2.0.2 with the errata integrated has been used as the basis for the first draft of HbbTV 2.0.3. A stable draft of this is now available for review [1] and test assertion development has started. Publication of HbbTV 2.0.3 will only happen when test assertions have been written and reviewed.

[1] *HbbTV-SPEC-00515* - [Download Link](#)

An update to the operator applications specification has been produced [2]. This adds a few new features and fixes issues found during early deployments and test development. It is now waiting for interested members to organise the writing and reviewing of the test assertions. Anyone interested in helping move this forward is invited to contact the Specification WG Chair.

[2] [Download Link](#)

Following a number of exchanges between HbbTV and DVB, the Specification WG is about to start work on an update to the Application Discovery over Broadband specification to address how it can be used in combination with the targeted advertising specification. The main new requirements relate to giving applications enough information about how audio is handled in the home (e.g. where volume is controlled, which speakers are used) so that the app can decide whether replacing an ad would give an unacceptable user experience.

Marketing and Education Group

Following the decision to not to hold our annual HbbTV Symposium and Awards this year and to postpone it until 2021, we prepared an alternative plan of online monthly webinars with the intention to cover most of the topics that the Symposium is offering. We started in mid-June with our first session hosted by Klaus Merkel (IRT) on "HbbTV - Overview and application examples" with 268 registrations and 182 people attending, 80% of them remained until the end. The next webinar took place in mid-July with an "HbbTV OpApp - Best practice report by HD+". Further webinars will follow (dates to be confirmed):

- Mid-September 2020: HbbTV Testing and Certification
- Mid-October 2020: Application Discovery over Broadband (ADB) Phase 2
- Mid-November 2020: HbbTV OpApp specification update
- Mid-December 2020: Use cases HbbTV apps and services
- Mid-January or mid-March 2021: HbbTV OpApp: Best practice report
- Mid-February 2021: HbbTV/DVB joint perspectives

We are still working on reviewing our hbbtv.org website. The revision will give better prominence to information and data relevant to the adoption of HbbTV technology and the associated business advantages. With the help of members and non-member broadcasters, we would like to publish relevant data on connected HbbTV receivers in major countries and discuss how to allow members to contribute their content to hbbtv.org. You are invited to join our bi-weekly MEWG teleconferences: we appreciate your valuable contributions to the discussion.

Testing Group

The Testing Group has held a distributed Testing Event in the last week of June in order to gather evidence required to approve test cases for the Test Suite v2020-2.

There have been 531 tests available for testing in total during the event, of which 290 are testing core HbbTV features, 172 are testing the Operator Application and 69 are testing the Targeted Advertising specification.

This was the first time the Targeted Advertising tests had been made available to the HbbTV members.

Test Suite v2020-2, the second major release in 2020, has been published in July.

HbbTV in International Media

Phoenix launches HbbTV service

The Chancellor's latest press conference, the Bundestag debate on Corona or documentaries: The viewers of German public TV channel Phoenix can now decide themselves what to watch by clicking on the red button of the remote control (*Broadband TV News*). [More](#)

HbbTV Association publishes new conformance test suite

Interactive TV standards body the HbbTV Association has published a new version of the HbbTV Conformance Test Suite (*Digital TV Europe*). [More](#)

Vestel integrates HD+ into TV sets via HbbTV OpApp

Turkish manufacturer Vestel is integrating direct reception of German DTH satellite platform HD+ into Ultra HD TV sets of its brands Toshiba, Telefunken, JVC, Hitachi, Techwood, ok., Kendo, Hanseatic and Dual via the HbbTV OpApp (*Broadband TV News*). [More](#)

DVB-I reference client for Android and HbbTV prepares way for deployments

DVB has released an open source reference client for DVB-I, the specification that enables linear TV to be delivered over the Internet (*Broadband TV News*). [More](#)

German TV set market grows, 90% with HbbTV

In total, almost 40 million smart TVs have been sold in Germany since 2012. Of these, over 90% support the HbbTV standard and thus the use of interactive services via the red button on the remote control (*Broadband TV News*). [More](#)

This newsletter is published by the HbbTV Association MarCom Team.

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