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MEMBER NEWSLETTER December 2020



Message by the Chairman

Dear Member, dear Colleague,

An eventful year with many challenges is drawing to a close. Each and every one of us will remember 2020. We were all made aware of how vulnerable our economies, our societies and all of us really are and that the value of personal conversation and real meetings cannot be fully replaced by teleconferences.

Nevertheless, the HbbTV Association has impressively confirmed its ability to act during this difficult time and has continued its assignments without interruption. The Targeted Advertising Specification (HbbTV-TA) celebrated its successful launch in February (Our last and only Steering Group meeting in person this year... How great this was.).

This was followed by the versions 2020-1 and 2020-2 of the Conformance Test Suite and, at the end of October, an update of our core specification, HbbTV 2.0.3. The next version 2.0.4 is already on the launch pad as the requirements have recently been agreed as part of our revamped and quite efficient requirement capture process.

With the Privacy Task Force, the HbbTV Association wants to support its members in ensuring compliance with GDPR and privacy regulations while still making the best possible usage of HbbTV's powerful interactive features.

With deep regrets we had to cancel our 9th HbbTV Symposium and Awards, which was planned for November 2020 in Paris at the invitation of Salto, and the celebration of our 10th anniversary also had to be cancelled. Instead, we launched a successful series of virtual events in June with the HbbTV webinars, which is now considered a benchmark for many in the industry and provides an excellent opportunity to disseminate the benefits of HbbTV to the broader ecosystem; this is one of the good things that resulted from the painful virus situation.

For the first time ever - as for many other companies and organisations - we held our Annual General Assembly through electronic means, regrettably losing this traditional opportunity for the community to meet and mutually enrich one another. Nevertheless, we could report to our members and proceed with the election of our Steering Group for a two-years mandate.

In June, we opened our treasure chamber [10 Years HbbTV](#): The anniversary website holds a wealth of valuable information for visitors, from the historical beginnings of the standard to the present day.

Unfortunately, it is currently still very uncertain whether the HbbTV Symposium and Awards 2021 can take place as an on-site event. The HbbTV MEWG Group is therefore exploring alternative options for a virtual or hybrid event.

More important, the crisis has impressively reaffirmed the significant role of linear television as a compelling source of news, information and entertainment. It has boomed in all key HbbTV markets. Even the younger generations have recognised its value again and are returning. At the same time, it is becoming apparent that the HbbTV standard is of increasing interest to global industry players for their business models. This is a very interesting development which should offer us even more opportunities in the coming years.

All of this makes me optimistic for the coming year and the future. Together, we remain committed to enable a better TV through hybrid TV.

I wish you and your families Merry Christmas, a Happy New Year and a successful 2021. And please stay well.

Yours sincerely,

Vincent Grivet
HbbTV Chair



10 Years HbbTV

The Society for Broadband Professionals (SCTE) has published a 4-page feature story on 10 years HbbTV in the latest issue of its prestigious *Broadband Journal*. You can read the full article in the online edition [here](#) and download it as a PDF document [here](#).

New Privacy Task Force Co-Chairs

Leslie Shanklin, Vice President, Privacy Office at **Discovery Inc.**, and **Frank Heineberg**, Senior Manager Program Distribution at **Mediengruppe RTL Deutschland**, were approved by the Steering Group as co-chairs of the Privacy Task Force. The appointment of the two senior experts reflects the growing importance of privacy and GDPR matters in the TV industry.

With the Privacy Task Force, the HbbTV Association wants to support its members in finding the right balance between compliance with GDPR and privacy regulations and the best possible usage of HbbTV's interactive features.

The immediate goal of the Privacy Task Force is the preparation of handbook providing a useful reference to market players.



Interactive TV Services and Innovative Use Cases

Sport Gamification - Use Cases and enabling technologies

EXPLOSIVE
SPEED

Oliver Botti – Strategic Marketing and Innovation Executive Director
oliver.botti@finconsgroup.com



HbbTV Webinar Series: A Success Story

The HbbTV Association's launch of a webinar series to share knowledge and latest industry trends by among members and people interested in the open standard has developed into a benchmark for virtual events, according to industry players.

Since the launch in June 2020 we accumulated 1,352 registrants and an average attendance rate of 65% (877 attendees in total) for the six webinars until December. 473 of the participants were members (53.9%) and 404 non-members (46.1%). Remarkable is also the number of 278 new contacts.

The video recordings of the six live webinars on our [YouTube channel](#) generated a total of 2,358 views (December 15, 2020) - and the number is growing daily. The replay of our first webinar in June alone reached 875 views.

Our members become increasingly active and contribute to this success story with ideas and presentations. An overview of the HbbTV webinars in 2020 including links to the recordings on YouTube and the PDF presentation downloads is available [here](#).



HbbTV - Lessons learnt and challenges ahead in LOVEStv

Tue, Jan 19, 2021 2:00 PM - 3:00 PM CET

[Show in My Time Zone](#)

The Spanish hybrid TV platform LOVEStv is an initiative by the main Spanish TV broadcasters (Atresmedia, Mediaset España, RTVE), offering catch-up, start over and other features like recommendations, subtitles, multiple audio tracks, DRM and metrics.

Two years after launch, LOVEStv is now being used on millions of TV sets in Spain. In this webinar Xavi Redon from Cellnex Telecom will explain how the system works, how it is managing advertising and data protection, what the operators have learnt from audience feedback and describe the future plans for the platform regarding companion screens, operator apps and targeted advertising.

The presentation will be followed by a Q&A session.

Presenter:

Xavi Redon, Senior Product Manager, Product Strategy and Innovation Direction, Cellnex Telecom; Steering Group member and Treasurer, HbbTV Association; Associate Professor, Universitat Autònoma de Barcelona



Next HbbTV webinar January 19, 2021

Lessons learnt and challenges ahead in LOVEStv

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In this webinar **Xavi Redon** from **Cellnex Telecom** will explain how the system works, how it is managing advertising and data protection, what the operators have learnt from audience feedback and describe the future plans for the platform regarding companion screens, operator apps and targeted advertising.

Join us for this live event on **Tuesday, January 19, 2021, 14:00-15:00 CET**. The presentation will be followed by a Q&A session. [Register here](#)

Latest Press Releases and News

10-Year Anniversary Website: HbbTV opens Treasure Chamber

The HbbTV Association is celebrating its 10-year anniversary with a special website giving an unprecedented insight into the development of HbbTV, challenges and milestones. [More](#)

HbbTV Association publishes new release of the HbbTV specification

The HbbTV Association has completed work on an update to its core specification (HbbTV 2.0.3). [More](#)



News from the Working Groups and Task Forces

Steering Group

The Steering Group has continued its approximately monthly web meetings. Some highlights include the following:

- The plan for the transition of the HbbTV IT services away from IRT before they sadly close down at the end of 2020 was approved and regularly reviewed.
- It was agreed to re-launch the Certification Group as the Licensing Group with updated terms of reference. Nigel Moore agreed to facilitate the first meeting including a review of some recently raised issues concerning the Test Repository Access Agreement ("TRAA").
- The HbbTV 2.0.3 specification was presented, approved for publication and approved for submission to ETSI.

- Some volunteers from the Steering Group led by Frank Heineberg prepared an RfP for consultants to help review HbbTV's supply chain for test materials and related services. This RfP was issued and the responses reviewed.
- A proposal from the Supplier Evaluation Working Group for purchasing the test cases for HbbTV 2.0.3 was discussed and approved.
- The proposed requirements for HbbTV 2.0.4 from the Requirements Group were presented and approved.
- The Testing Group provided regular reports on the progress with the test automation scripts and the related scripts for generating and updating the "Test Assertion Repository" ("TAR") report. The Steering Group agreed to publish the document referring to this report on www.hbbtv.org without waiting for the activities in the Testing Group to be concluded.

Once approved, meeting minutes can be found in Higher Logic in the "All HbbTV Members" community [here](#).

Requirements Group

With the recent announcement of the finalisation of the V2.0.4 requirements, the group has been discussing how to proceed with new work. The group's work cycle is captured in a picture and it will shortly launch a call for new requirements for the HbbTV core specification to build on an expect V2.0.4.

As a reminder the Specification Group is working on the V2.0.4 requirements that are focused on improving HbbTV's handling of access services and voice interactions. Members are welcome to join the Requirements Group if they have new features and functionalities to bring to HbbTV, or if they would like to contribute to streamlining the specification.

Specification Group

As you will have seen, HbbTV 2.0.3 and the related test assertions were completed in the Specification Group and published on October 19. Since then, the Specification Group has paused. New series of phone conferences have been now scheduled as follows:

- Alternate Tuesdays from 10:30-12:30 CET starting on November 24 to work on HbbTV 2.0.4 (see Requirements Group report).
- 2nd and 4th Mondays of each month from 16:00-18:00 CET starting on November 23 to work on combining targeted advertising and application discovery over broadband to enable HbbTV-TA in markets where the broadcast signal terminates in a set-top box with video and audio delivered to a TV over HDMI.

Joint discussions will be arranged between the Specification and Testing Groups about tests written for the W3C Web Platform test runner and how these could play a role in the HbbTV Test Suite.

The work from earlier this year on a revision of the Operator Application specification remains open, volunteers are needed to contribute writing and reviewing test assertions.

In case of any questions, please contact the chair.

Marketing and Education Group

Since the last newsletter, our most relevant activity has been the preparation of the HbbTV webinar series. You probably remember that we planned these online events to fill the gap – even though to a certain extent only – of this year's cancelled HbbTV Symposium and Awards with the best intentions of allowing our members to stay up to date on our technologies and business evolution.

The HbbTV webinars are very good so far, very well received with an average of 150 attendees, almost half of which are non-members. The line-up of 2021 webinars include a couple of best HbbTV practices with LOVEStv, the well know initiative from the main Spanish TV broadcasters, hosted by Xavi Redon from Cellnex Telecom, focusing on what the initiators have learnt from the audience feedback and outlining the future plans for the platform e.g. regarding companion screens, operator apps and targeted advertisement. It will be followed, among others, by a webinar co-hosted by Salto, the recently launched French TV broadcasters' initiative in which we will hear about the status and the evolution of Salto.

Going forward through the year other webinar topics will span from the DVB collaboration, discussing the most relevant DVB technologies for HbbTV including DVB-I and DVB-TA, to an overview of the HbbTV OpApp specification update,

passing then to the US with an overview of ATSC 3.0 interactive services and then back to Europe with a webinar on HbbTV enabling targeted advertising. Last but not least, a webinar will look at HbbTV beyond traditional broadcasting, describing HbbTV usage in various contexts, e.g. in managed IPTV, OTT, DVB-I and 5G environments.

MEWG, today, has no clear picture of a possible in-person HbbTV Symposium and Awards next year in Paris. We are exploring the market's best practices to find a proposition to offer the best virtual event to our community, enabling the continuation of this traditional industry summit in 2021.

Testing Group

The Testing Group has recently published Test Suite v2020-3, the last release of the HbbTV Test Suite in 2020.

The release now includes a total of 2,821 test cases, 1,929 of them approved. 174 tests were repaired and re-approved and 73 tests for Targeted Advertising were added as Additional Test Material.

Prior to this release, the Testing Group has hold a distributed Testing Event in the last week of October to gather evidences required for the test approval. 12 manufacturers, test material providers and reviewers participated in the event. There have been 586 tests available for testing in total during the event, of which 335 are testing core HbbTV features, 112 Operator Application and 139 Targeted Advertising specification.

Privacy Task Force

With the Privacy Task Force, the HbbTV Association wants to support its members in finding the right balance between compliance with GDPR and privacy regulations and the best possible usage of HbbTV's interactive features. In the first meeting chaired by the new co-chairs Leslie Shanklin (Discovery) and Frank Heineberg (RTL Group), the task force members confirmed the immediate goal of the Privacy Task Force, which is the preparation of a handbook providing a useful reference to market players.

Currently an RFP document on an engagement of a law firm to co-write the handbook is being revised and will be send to interested law firms soon. The chairs would like to encourage all HbbTV members to join the Privacy Task Force to contribute to this important topic.

Improving Interoperability Task Force

The IITF is continuing to liaise with its supplier and DVB over the addition of sample content representing server side ad-insertion, which has proved harder to create using available tools than initially expected.

IITF would like to encourage members to bring forward further interoperability issues encountered in the market that affect multiple implementations, so it can investigate.

HbbTV in International Media

White paper: Zattoo adds HbbTV to Operator Tier Android TV box

Combining two major standards for interactive television, Zattoo will integrate HbbTV on its latest Android TV Operator Tier certified 4K/UHD set-top box. (*Broadband TV News*). [More](#)

Less is more as HbbTV strips out unused features for latest release

Hybrid broadband-broadcast standards organisation the HbbTV Association has completed work on an update to its core specification, HbbTV 2.0.3. (*Digital TV Europe*). [More](#)

HbbTV leading TV app platform in Germany

The open HbbTV standard is the leading TV app platform on TV sets in German households, followed by Samsung Tizen and Amazon Fire TV (*Broadband TV News*). [More](#)

German smart TV sales up 14%

According to GfK Retail & Technology, approximately 4.1 million smart TV sets were sold in Germany during the first nine months. This translates to a growth of almost 14% year-over-year for the first three quarters of the year (*Digital TV Europe*). [More](#)

This newsletter is published by the HbbTV Association MarCom Team.

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