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Dear members,

We hope that you are enjoying the summertime while we would like to share exciting news with you: HbbTV continues to grow and expand its significance in the industry. The past weeks have seen HbbTV deployments in new markets and by new industry players in countries such as Russia, Poland, the Czech Republic and Lithuania, reflecting the key role of the open specifications in bridging the broadcast and broadband world, opening up new revenue sources and business growth opportunities. We encourage you to regularly check our [Twitter channel](#) for all the latest news from the HbbTV community.

While I'm writing these lines, we are busy preparing the agenda of 8th HbbTV Symposium and Awards taking place on November 21 and 22, 2019 in Athens, Greece. The annual key summit of the connected TV world will offer a great opportunity to catch up with the latest






HbbTV developments around the world and meet high-level executives from the global broadcast and broadband industry.

You are invited to be part of the programme: Please have a look at our [Call for Sponsors](#), [Call for Speakers](#) and [Call for Awards Submissions](#). Please also check our [HbbTV Symposium and Awards 2019 microsite](#) for details on the venue and recommended hotels with special rates as well as regular updates on the agenda, speakers, sponsors and media partners.

I would also like to encourage you to register for the HbbTV Symposium and Awards 2019 now as we are currently offering [early bird tickets at preferential rates](#). The early bird tickets are limited and only available until August 30, 2019.

Best regards,
Vincent Grivet
Chair HbbTV Association







Redesigned website online

Member Login     

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8th HbbTV Symposium & Awards 2019

Welcome to our Sponsors!

Diamond	Gold	Silver	Bronze
			
			

Enrich Broadcast Services

Hybrid broadcast broadband TV (HbbTV) is a global initiative aimed at harmonising the broadcast and broadband delivery of entertainment services to consumers through connected TVs, set-top boxes and multiscreen devices.

HbbTV World News

Twitter

Czech broadcaster Prima saw a significant increase in the number of clients implementing advertising campaigns through the Red Button in the first half of this year. According to the company, there was a 340% year-on-year rise in such HbbTV campaigns. More: <https://www.broadbandtvnews.com/2019/07/30/prima-claims-hbbtv-success/> ...

30 July 2019

HbbTV News

HbbTV Awards 2019 open for entries

June 19, 2019
Geneva, June 19, 2019 – The HbbTV Association, a global initiative dedicated to providing an open ... [Read More »](#)

HbbTV In The Press

New test with personalised HbbTV advertising from FranceTV Publicité

Broadband TV News, July 24, 2019
As the first advertising network in France to have tested targeted spots with HbbTV at the end of 2018, FranceTV Publicité is taking a new step by testing the addressing of personalised spots according to viewers' interests. [Read more](#)

-  Why Join?
-  Groups
-  Standards
-  HbbTV News
-  Media Partners
-  Symposiums

With widespread recognition across the industry and ever-increasing support from leading players, HbbTV membership provides ideal networking opportunities within a community that includes a wide range of respected industry expertise. The HbbTV Association supports a number of different Working Groups that contribute to the development of the Association's strategic objectives for the benefit of consumers and members. Join us in these efforts by becoming an HbbTV Association member and take full advantage of all that the community has to offer.

HbbTV Apps & Services



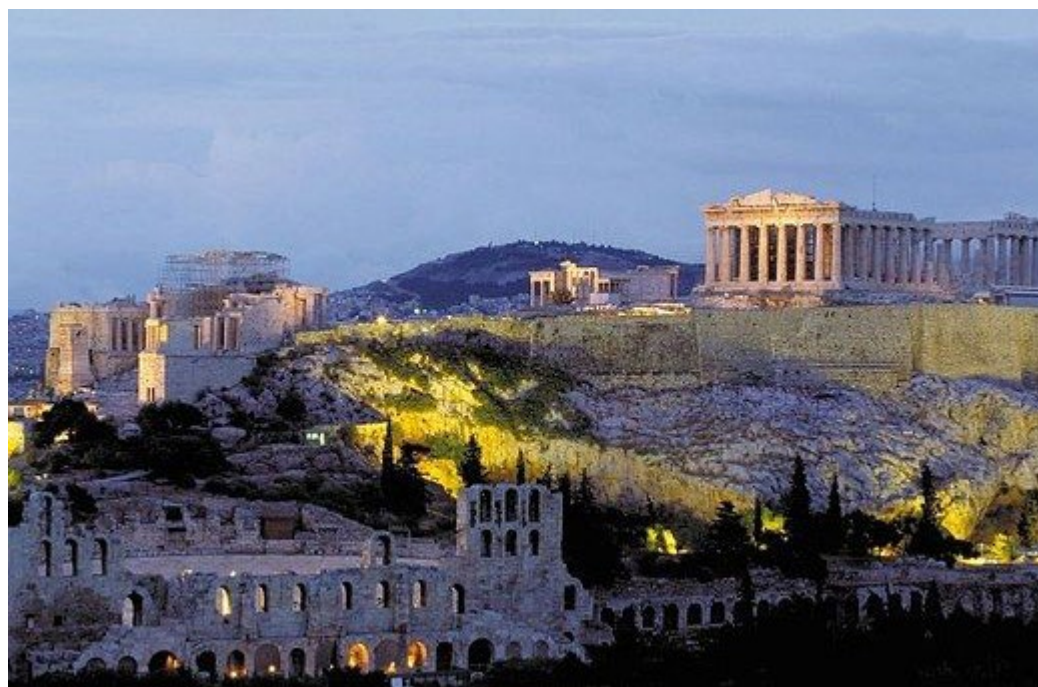
It's fresh, new and exciting: The redesigned HbbTV website is now online at www.hbbtv.org! The newly created front page carries the latest HbbTV news and updates. Please also have a look at the new content in the Video Library and Whitepapers & Presentations section. How do you like it?

Thanks Simon!

The HbbTV Association would like to express its thanks and appreciation to Simon Waller who is retiring at the end of this month. Simon has been a major contributor to HbbTV over a number of years. He has been chair of the Certification Group and co-chair of the Requirements Group. He has been a major contributor to the work of the Specification Group. We wish Simon an enjoyable retirement. He will be hard to replace.



8th HbbTV Symposium and Awards, Athens, November 21-22



The 8th HbbTV Symposium and Awards will take in Athens on November 21-22, 2019. Our annual key event will be co-hosted by national Greek broadcaster ERT, the Greek Ministry of Digital Policy, Telecommunications and Media and the HbbTV Association.

Registration is open: Early bird tickets available

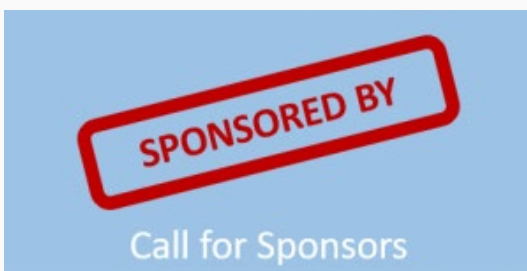
Registrations are now open for the 8th HbbTV Symposium and Awards. Secure your early bird ticket at preferential rates for the annual key summit of the connected TV world and the prestigious awards ceremony taking place on November 21-22, 2019 in Athens [here](#). The early bird tickets are limited and only available until August 30, 2019.

MEGARON International Conference Centre



The HbbTV Symposium and Awards will take place this year at the well-known **MEGARON Athens International Conference Centre**, considered as one of the finest and most technologically advanced conference venues in Europe.

Situated in the city centre, yet surrounded by its own extensive landscaped gardens, MEGARON Athens International Conference Centre offers a stunning environment, exceptional aesthetics, cutting edge technology and unrivalled client service.



Attractive Sponsoring packages

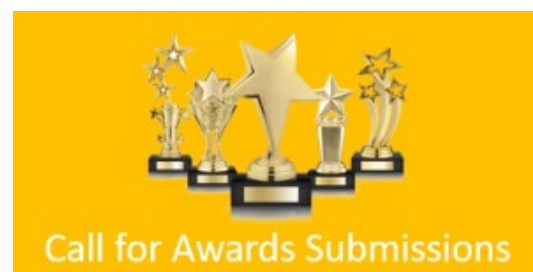
Sponsoring is a key element for the HbbTV Symposium and Awards and has been very successful at our events 2017 and 2018 in Rome and Berlin. We are offering attractive [Sponsoring Packages](#) for members and non-members. Please take this chance to present your company, products, solutions and services at the key event of our industry.

HbbTV Awards 2019

Submissions

Have you submitted your entry for the HbbTV Awards 2019 yet or intend to do so? The closing date for submissions is August 30, 2019.

The providers of HbbTV applications and services are welcome to submit their entries through this [online form](#). There are eight awards plus two judges' awards this year.



Hotel Recommendations

Do you know where to stay in Athens? This year we are offering special room rates via our Event Office in Athens. Please use this [Hotel Reservation Form](#) to book your preferred hotel. You will find a snapshot of the offering (prices for single rooms, early bookings are valid for confirmed reservations until August 30, 2019) on our event [microsite](#).

Latest Press Releases

HbbTV Awards 2019 open for entries

The HbbTV Association is pleased to invite entries for the HbbTV Awards 2019. [More](#)

HbbTV Symposium and Awards 2019 – Call for Speakers

The HbbTV Association is looking for industry executives and experts interested in joining the 8th HbbTV Symposium and Awards, taking place on November 21-22, 2019 in Athens, Greece, as speakers. [More](#)

HbbTV Symposium and Awards 2019: Call for Sponsors

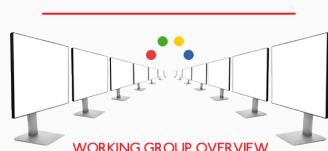
The HbbTV Association has compiled several attractive sponsorship packages for promotional activities for its key annual event. [More](#)

Leading industry players join HbbTV Association

The HbbTV Association has seven new members. They are leading technology, conditional access, multimedia software and hardware providers ARRIS (now part of CommScope), Irdeto, DATV, Enensys Technologies, Fluendo, Samba TV and SmarDTV Global. [More](#)

HbbTV releases Version 2019-1 of the HbbTV Conformance Test Suite

The HbbTV Association has announced release of a new version of the HbbTV Conformance Test Suite. [More](#)



News from the Working Groups and Task Forces

Steering Group

From April 1 to June 30 the four companies SmarDTV, Irdeto, Hisilicon and Realtek joined the Association as new members. The Steering Group held face-to-face (FTF) meetings in April (co-located with the annual General Assembly) and in July with a number of phone conferences between these. Key topics discussed included the following:

- The strategic review of HbbTV activities over the next 2-5 years
- The proposal from the Requirements Group for adding and removing features from the HbbTV specification
- Maintenance arrangements for the test cases supplied to HbbTV by RT-RK
- Introducing a Directors & Officers insurance for the SG members.

Requirements Group

Following the approval of the HbbTV Core Specification requirements by the Steering Group at its Bristol F2F (03-04/07/19), the Requirements Group is turning its attention to three elements.

Firstly, its 55th online meeting will cover a requirements capture process for the HbbTV's Operator Application Specification, ETSI TS 103 606. Secondly, the Requirements Group will kick-start its regular requirements capture process for updates to the Core HbbTV Specification (ETSI TS 102 796) and thirdly, we have been tasked with preparing an input to the Steering Group on how to manage the evaluation of cross-value chain support of features proposed for the update to the Core HbbTV Specification in the September time frame.

The Requirements Group would like to extend its most sincere gratitude to Simon Waller (Samsung) who is stepping down as co-chair of the group.

Specification Group

The Specification Group has continued work on the independent specifications for Targeted Advertising and Application Discovery over Broadband phase 2. The Targeted Advertising specification will be split in 2 parts and there are now stable drafts of both (1)* and (2)*. A technical review is running until August 13. The Application Discovery over Broadband phase 2 specification has completed technical review (3)*, test assertions have been written and are over halfway through the review process.

Looking forward, activities on errata to the HbbTV 1.5/2.0.x and Operator Applications specifications should re-start. There are also 3 inputs from the Requirements Group:

- A request to investigate the possibility to replace the A/V control object with a web polyfill (4)*,
- a request to investigate how DVB-I could be integrated with HbbTV and
- new requirements for the next version of the core HbbTV specification.

**) The relevant documents are ready for download at our HigherLogic platform. Please click on the numbers. You have to be a member of the Specification Group on HigherLogic to download the files.*

Marketing and Education Group

8th HbbTV Symposium and Awards 2019

In the past weeks the Marketing and Education Working Group (MEWG) was mainly involved in preparing the 8th HbbTV Symposium and Awards that will be held in Athens on November 21 and 22 at the MEGARON Athens International Conference Centre. This activity is consuming most of MEWG resources, but we are well positioned in all the activities:

- Sponsorship, our bread and butter, is on track with the expectations, thanks to the high value our sponsors recognise from our past events in Rome and Berlin;
- the conference programme spans from the "traditional" overview of the Greek market managed by our co-hosts, the Greek broadcaster ERT and the Greek Ministry of Digital Policy, Telecommunications and Media, to targeted advertising (TA) and operator applications and much more; please, submit your paper here;
- we already got confirmation from distinguished and recognised speakers such as Paul Gray,

Research and Analysis Director within IHS Technology at IHS Markit, Wilfried Urner, HD+ CEO, James Jackson, Director of Technology at Digital UK and Jon Ducker, Head of Product Management at Freeview Play.

- This year's awards, the third edition that celebrates excellence in the HbbTV community, will see a couple of new [categories](#) among the others. Please submit your candidate [here](#); the closing date for submission is August 30 2019!
- The Symposium website is offering all the details and [registration](#) is now open; hurry up, the early bird is closing soon!

We need your support, please join our weekly MEWG call – every Thursday from 4 p.m. to 6 p.m. CEST – to make another memorable HbbTV Symposium and Awards!

Small Company Membership

Alongside that, we are still bringing forward a proposal for the SG to involve small companies and individuals in the Association. It could be a way to inject new ideas and energy into our specification work from companies eager to take advantage of the activities, the networking opportunity and the technical and business knowledge of our WGs.

Website renewal

Our website hbbtv.org has undergone a revision to give better prominence to information and data relevant to the adoption of HbbTV technology and the associated business advantages. The website now features examples of state-of-the art HbbTV services, resources from members and insight from the market.

Promotion & Communication

We work in liaison with the DVB PCM, their Promotion and Communication Module to leverage synergies and reciprocal opportunities. It is hard work, where members support and contribution is key. Please, again, join MEWG in helping to foster HbbTV adoption.

Testing Group

The Testing Group has released a Guideline for Test Material Review at the beginning of this year. The Guideline includes useful tips to set up test review environment and a full checklist to be followed when verifying test applications.

The Group is currently working on v2019-2, the second major release of the test suite in 2019. The release will include new tests for HDR and NGA technology.

Prior to this release, the Testing Group, in cooperation with IRT, has hosted a Testing Event in Munich to approve the candidate tests.

The next release is planned in November 2019.

IITF

IITF has provided a webinar on the tools HbbTV has commissioned to aid interoperability. Slides and a video from that session are available [here](#).

Meanwhile, IITF has been working on refining requirements for additions to these tools, and continues to welcome feedback from members on interoperability issues in the ecosystem that affect a number of platforms which it might address through its [test suite](#), DASH DRM Reference Application and [DASH Validator](#) or in its [Specifications](#).

HbbTV in the International Media

NTV introduces HbbTV

According to NTV's owner Gazprom Media, the first programmes offering the interactive feature will be *Food Alive or Dead* and *Miracle of Technology*, and in future HbbTV will be introduced to other NTV services. [More](#)

Lithuania set for HbbTV debut with LG

The Lithuanian Radio and Television Centre (Telecentras) – the country's state-owned transmission services provider – has struck an agreement with LG Electronics to introducing Hybrid Broadcast Broadband TV (HbbTV) services on LG smart TV sets. [More](#)

HbbTV in CEE roundup

2019 is turning out to be an important year for HbbTV in Central and Eastern Europe. Earlier this month, for instance, we saw the launch of a new national HbbTV/OTT service in Lithuania. A joint venture between the Lithuanian broadcasters LRT, LNK and Lietuvos Rytas TV, operated by Telecentras and employing a platform supplied by Icareus, HiTV is one of the first broadcasters' joint HbbTV/OTT services in the world and marks a major advance for the TV industry in Lithuania. [More](#)

ProSiebenSat.1 führt neue Features für HbbTV-Nutzer ein

Im HbbTV-Portal von ProSiebenSat1 können Zuschauer ihre Sendungen fortan dort weiterschauen, wo sie aufgehört haben. Daneben hat die Sendergruppe ein Empfehlungssystem entwickelt, das auch im laufenden Programm zum Einsatz kommen soll. [More](#)

HbbTV Awards 2019 open for entries

The contest, taking place as part of the 8th HbbTV Symposium and Awards on November 21-22, 2019 in Athens, Greece, will be held for the third time, showcasing and celebrating best practice and excellence in the HbbTV community. [More](#)

HD Plus hails 'positive' consumer response to HbbTV Op App

Consumer feedback from the recent launch of German satellite platform HD Plus's HbbTV Op App solution had been "really positive" so far, according to Wilfried Urner, the SES-owned outfit's CEO. [More](#)

Intertrust, Vewd partner for next-gen HbbTV protection

Intertrust, a specialist in Digital Rights Management (DRM) technology, and Vewd, the smart TV OTT software provider, have announced pre-integration of XCA in Vewd Core to reduce cost and accelerate time-to-market for operator HbbTV deployments. [More](#)

Emitel to air football via HbbTV

The Polish national transmission company Emitel will show live friendly matches being played by Legia Warsaw on its channel via HbbTV technology. [More](#)

HbbTV Association adds 7 new members

The HbbTV Association, a global initiative dedicated to providing an open standard for the delivery of advanced interactive TV services through broadcast and broadband networks for connected TV sets and set-top boxes, has announced that seven new companies have joined the industry association in the past six months. [More](#)

This newsletter is published by the HbbTV Association MarCom Team.

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