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Dear members,

We are in the final stages of preparing the 8th HbbTV Symposium and Awards. An impressive line-up of top-level executives from the global broadcast and broadband industry will, once more, assemble, this time in Athens, Greece, on November 21-22, 2019, to discuss the latest developments in our industry, one of the most exciting one can think of in the TV and broadcast industry.

This is where you can hear about operator applications, addressable TV, targeted advertising, hybrid DVB/IP services and HbbTV's prospects, all very important tools and trends in an increasingly competitive environment.

We are proud and excited about the high-profile keynote speakers, panellists and sponsors which have agreed to be part of this year's key summit of the connected TV industry, and about the

many demos which will be shown by our exhibitors including the exclusive and disruptive DVB-I demo we intend to showcase at the HbbTV Association's stand at the accompanying exhibition.

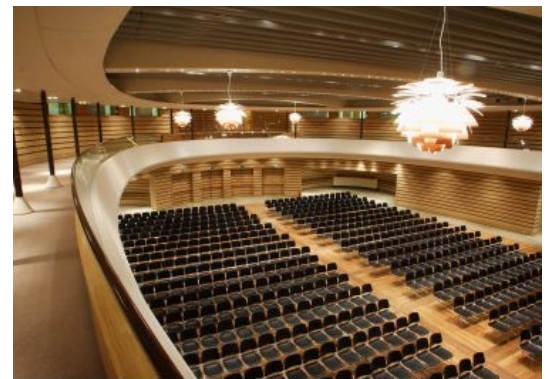
If you haven't secured your ticket for the HbbTV Symposium and Awards 2019 yet, I would advise you to be quick as the event is nearly booked out. Please visit <https://www.hbbtv.org/8th-hbbtv-symposium-and-awards-2019/> for online registration as well as more details on the conference programme, the HbbTV Awards, the venue and hotel recommendations.

See you in Athens!

Yours sincerely,

Vincent Grivet
Chair HbbTV Association

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



Programme

The HbbTV Symposium starts on November 21, 2019 at 10:00 at the **MEGARON International Conference Centre**. It will include a packed programme of keynotes, panel presentations and roundtable discussions, running over two full days. The sessions will cover a wide range of topics, both business and technical. The speakers include high-level executives and industry experts from across

the global HbbTV community and the wider TV market. [More](#)



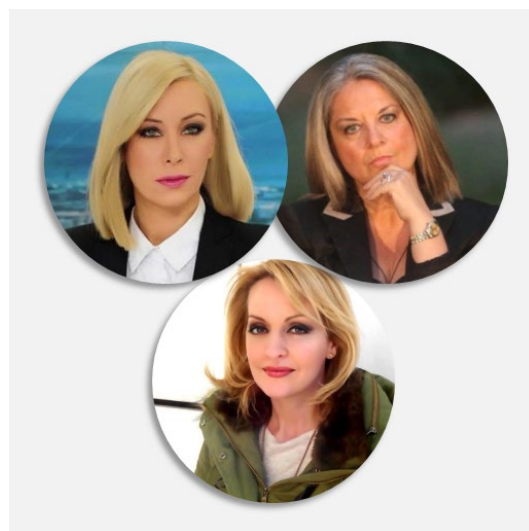
Welcome speech by ERT

A welcome speech will be held by **Giorgos Gabritsos** (picture), the new Managing Director of Greek national TV and radio broadcaster ERT, which co-hosts the event.

Masters of Ceremony

We are proud to announce the “Masters of Ceremony” who will be moderating the 8th HbbTV Symposium & Awards 2019:

- Andriana Paraskevopoulou | Journalist & Anchorwoman ERT | **Master of Ceremony until Lunch** (left)
- Sonia Chaimada | Journalist, Media Expert and Communication Director of IAG Hellas | **Master of Ceremony after Lunch** (right)
- Sonia Fili | Journalist at ERT | **Master of Awards Ceremony** at Istioploikos (middle)



Exclusive DVB-I Live Demo at the ERT/HbbTV Stand



The joint ERT/HbbTV stand at the HbbTV Symposium and Awards 2019 will host an exclusive DVB-I live demo. It is an Android TV application which reads a DVB-I service list and makes this available to the TV user interface using the Android TV Input Framework "TIF". It shows a hybrid channel list including internet delivered channels and over the air channels. A Request for Proposals has recently closed for an DVB-I reference application written in HTML+JavaScript which would be able to run as 1) a regular HbbTV application, 2) an HbbTV OpApp and 3) on Android mobile devices as either a Progressive Web Application or a Webview application. (Picture shows the world premier at IBC 2019)

DVB-I will enable users to access (live) linear TV channels over the internet in the same way as they are used to accessing TV channels "over the air" using cable, satellite or terrestrial TV. It supports hybrid offerings where some channels are available over the internet and some over the air and some are available by both means. Internet delivered channels can have everything that consumers expect including HbbTV 'red button' applications.

HbbTV Awards Ceremony

The HbbTV Symposium 2019 will also host the third edition of the **HbbTV Awards**, showcasing and celebrating excellence in the HbbTV community. The prizes will be awarded at a prestigious ceremony in the evening of November 21 at the Istioploukos Restaurant.



Latest Press Releases

HbbTV Symposium 2019 to focus on broadcast future

Current developments, prospects and challenges of the global broadcast and broadband industry are key issues discussed at the HbbTV Symposium and Awards 2019, taking place on November 21-22 in Athens. [More](#)

Top speakers to keynote HbbTV Symposium 2019

The HbbTV Association has unveiled the keynote speakers of the HbbTV Symposium and Awards 2019, taking place on November 21-22 in Athens. [More](#)

Nominees for HbbTV Awards 2019 announced

The HbbTV Association has announced the shortlists of entries nominated for the HbbTV Awards 2019, showcasing and celebrating excellence in the HbbTV community. [More](#)



News from the Working Groups and Task Forces

Steering Group

The Steering Group (SG) held three teleconferences on 17 May, 23 August and 20 September and three face-to-face meetings (15-17 April hosted by TP Vision in Ghent, 3-4 July hosted by Eurofins in Bristol and 22-23 October hosted by Mediaset in Milano) and organising a General Assembly of the HbbTV Association on 17 April hosted by TP Vision in Ghent. Key topics discussed and approved in the teleconferences and face-to-face meetings included the following:

- Continued discussions on a multi-year test spending framework.
- Authorisation of new orders for tests related to 2.0.2 specification.
- Deciding to put the Certification Working Group in sleeping mode.
- Continued discussions for an HbbTV Strategic Plan.
- Approval of the publication of the ADB v2 specification prepared by the Specification Working Group.
- Approval of the new feature addition and depreciation process managed by the Requirements Working Group.
- Approval of the OpApps requirements prepared by the Requirements Working Group.
- Approval of a professional liability insurance for Directors & Officers as well as for events organised by the Association.

Requirements Group

New Requirements for a revision to the Operator Application Specification (TS 103 606) were approved by the Steering Group at its latest physical meeting (Milan, 22-23 October), bringing an end to the Requirements Group's work on this topic for now. The Requirements Group will now start capturing requirements for new features and features that might be deprecated from a potential new revision of the core HbbTV Specification (TS 102 796). To be clear, there is a HbbTV core specification revision currently being developed by HbbTV's Specification Group; this new work in the Requirements Group is for a future revision to appear - potentially - in the end-2020 timeframe. Thus the Requirements Group will work at finalising draft requirements for a specification which might be published at the end of 2020.

HbbTV's Requirements Group works to a timeline which has been approved and published calling for requirements capture for new HbbTV specifications to commence once a year. This work will capture new feature requests as well as dealing with the proposed deprecations from the core HbbTV specification. For now, the Requirements Group works on new requirements for HbbTV's independent

specifications (e.g. Operator Applications, Application Discovery over Broadband) as and when requested by the Steering Group.

Specification Group

The main activity in the Specification Group has been the targeted advertising specification. This is now stable and all known issues have been addressed. Publication will only happen when a set of unit test descriptions have been written and reviewed. While some companies are prepared to put in money or resources, more are needed - particularly someone to coordinate the offers of money.

Work is just starting on two specification updates:

- HbbTV 2.0.3, (what will be proposed to ETSI as TS 102 796 V1.6.1). This is based on the requirements developed earlier this year, and was approved in July. The main new element of this update is removing unused features. Some existing features are updated.
- An update to the OpApp spec to fix bugs and address a few new requirements identified by early adopters or seen as blocking adoption in some scenarios.

There is a backlog of activities that will only happen if interested parties come forward:

- Investigation of how DVB-I and HbbTV could fit together.
- Identification of which parts of the HbbTV 1.0/5 A/V control object could be replaced by a web "polyfill" and if those that could not be replaced in this way could be deprecated or dropped.

Marketing and Education Group

The 8th HbbTV Symposium and Awards is just a few days ahead. It is going to be another good edition of our annual event.

The MEWG was completely focussed on managing and preparing the symposium to be sure we will deliver an exciting experience to our members and our guests. We are very happy to say that we exceeded the sponsorship expectations, and this makes our work easier; we got 25 companies supporting our symposium and awards. The international speaker line-up and the participation of many high-profile executives will grant a top-level discussion on remarkable topics like targeted advertising, OpApp, HbbTV as a key technology for broadcasters and operators, DVB-I and 5G Broadcast. The collaboration with DVB will see an exclusive DVB-I live demo at the ERT/HbbTV booth, an early implementation of DVB-I specifications; it showcases the DVB-I Service List, providing a channel line-up of seamlessly integrated broadband and broadcast delivered linear television services. An impressive line-up of high-quality services was selected by the HbbTV Awards jury and nominated to be prized at the exclusive awards ceremony on 21 November.

What else? Just waiting for you in Athens. We are done and very happy to seeing you in Athens.

Testing Group

The Testing Group has issued recently Test Suite release v2019-3. This is a maintenance release of the current version v2019-2, in use since July 2019.

We have hold, in cooperation with IRT, a Testing Event last month to approve the candidate tests for the release.

The test suite now contains 2492 tests, of which 1751 are approved. In total the test suite is increased by 74 approved tests.

The group also succeeded in having almost all of HbbTV 2.0.2 tests initially accepted. We expect the major release v2020-1 Test Suite in March 2020 to have extensive coverage of HbbTV 2.0.2 specification.

IITF

IITF activities have been focussed on gathering requirements for future work on HbbTV tools and, as a result we have kicked off a work item to add to the DRM Reference App some content examples representing server side ad-insertion. Meanwhile we continue to discuss with DVB on updates to the

DASH Validator tool, and gather feedback from national platforms on interoperability issues.

We are also co-ordinating a timetable of interoperability events around the world – if you are planning or aware of such an event, please let us know. This helps manufacturers plan their attendance.

HbbTV in International Media

Czech Prima promotes HbbTV

The Czech national broadcaster Prima will soon start complementing the HbbTV verification of smart TVs by Ceske Radiokomunikace (CRa) with its own iPrima seal. [More](#)

DVB issues RfP on DVB-I app for Android and HbbTV A Request for Proposals (RfP) has been issued by the DVB Project for the development and validation of a reference application for DVB-I. [More](#)

M:tel enables HbbTV services with Castoola

One of the leading addressable TV solutions and HbbTV services providers, Castoola, has launched an HbbTV portal developed for M:tel Montenegro. [More](#)

Verance brings watermarking to HbbTV

In a move that will significantly expand the reach of interactive television services in markets worldwide, standards-based watermarking provider Verance has revealed plans to bring its Aspect watermarking technology to HbbTV. [More](#)

Panasonic und M7 präsentieren HbbTV Operator App

M7 und Panasonic wollen zusammen das TV-Erlebnis weiter verbessern. Die gemeinsame HbbTV-App bietet viele hilfreiche Features. [More](#)

Addressable TV advances in Turkey

Icareus and TVEkstra have agreed to offer Turkish broadcasters Turkuvaz Media, Ciner Media Group and TV8 addressable TV advertising formats on their channels to advertisers. They will be available to over 3 million unique HbbTV enabled smart TVs. [More](#)

This newsletter is published by the HbbTV Association MarCom Team.

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