



Welcome HbbTV Association members, it's our final newsletter of 2017 and what a year it's been for HbbTV! The HbbTV Symposium in October was a huge success and I'd like to thank all of you that were involved - from those that organised it, to those that gave presentations at the event or took the time to enter our inaugural awards. Of course it would never have been such a success had so many of you not taken time out of your busy schedules to come to Italy and participate - so thank you for investing your time, effort and energy into HbbTV!

We've had a few key announcements in recent months which are detailed below and I can see that all of the working groups have been working hard with a range of projects, tasks and general activity.

I'd just like to wish you all a happy holiday and I look forward to working with you all in 2018!

Warmly,
Klaus Illgner
Chairman HbbTV Association



RECENT PRESS RELEASES

HbbTV ASSOCIATION PUBLISHES SPECIFICATION FOR OPERATOR APPLICATIONS

The HbbTV Association has today announced that it has finalised and published its Operator Applications Specification which allows TV operators, in partnership with TV manufacturers, to provide an operator-branded experience as an application on TVs.

Various operators have tried solutions for deploying their user experience straight to connected TVs, but so far, such deployments have been specific to the operator and/or TV manufacturer. The HbbTV OpApp Specification provides a standard foundation that many operators can use, and that can be implemented by many TV manufacturers...

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HbbTV CONFORMANCE TEST SUITE - VERSION 9.2.1 RELEASED!

The HbbTV Testing Group has published a new version of the HbbTV conformance test suite. The new version, 9.2.1, is a maintenance release and does not introduce any new approved test cases. In total, 114 test cases have been repaired and re-approved following feedback from users and 235 test cases have had minor editorial fixes to make them easier for testers to follow...

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HbbTV & RadioDNS ANNOUNCE START OF HbbTV APPLICATION DISCOVERY SERVICE

RadioDNS and HbbTV today announced that RadioDNS has implemented support for HbbTV's "Application Discovery over Broadband" specification. This new functionality is intended to benefit consumers that live in markets where the existing HbbTV triggers are not universally available. Using Application Discovery, such consumers can now get access to the enhancements that HbbTV Applications provide to broadcast television...

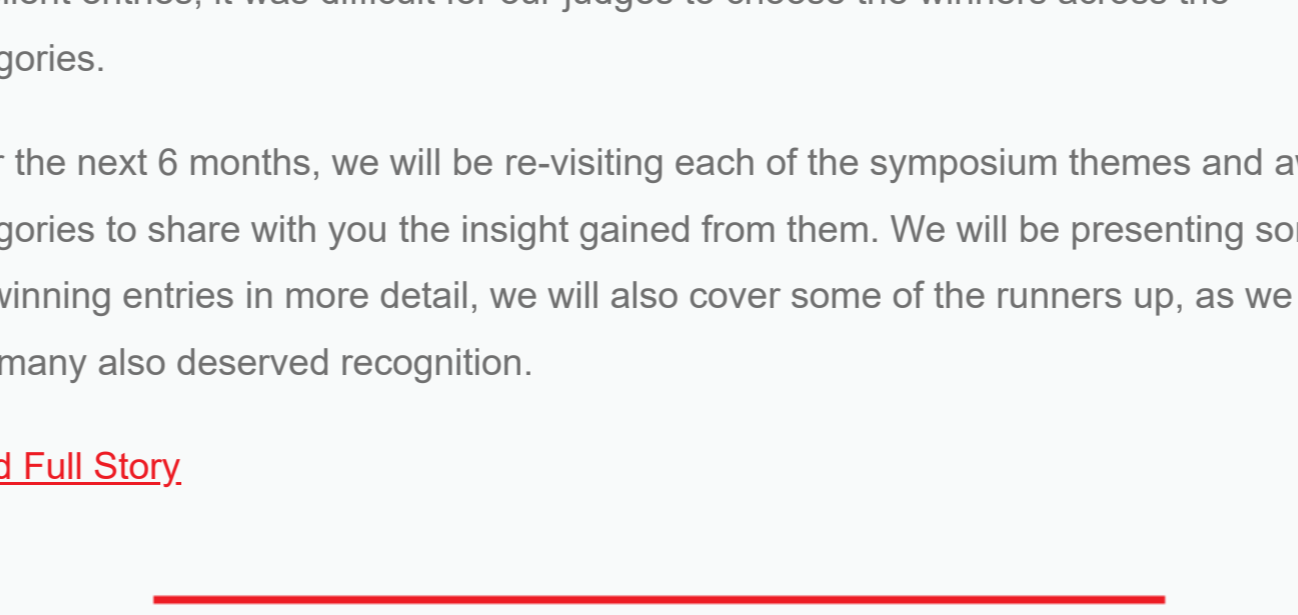
[Read Full Story](#)

HbbTV SYMPOSIUM 2017 - THE FULL ROUND-UP

As you will be aware, the 6th Annual HbbTV Symposium was held in Rome in October and what a fantastic success it was! We tried to make the sessions as varied as possible to ensure that every aspect of HbbTV technology was covered, whilst maintaining the theme 'HbbTV: Technical Excellence, Commercial Advantage'. We had many interesting and relevant presentations and speakers and overall feedback suggests that all were well received. Additionally, we held the first ever HbbTV Awards and had so many excellent entries, it was difficult for our judges to choose the winners across the categories.

Over the next 6 months, we will be re-visiting each of the symposium themes and award categories to share with you the insight gained from them. We will be presenting some of the winning entries in more detail, we will also cover some of the runners up, as we feel that many also deserved recognition.

[Read Full Story](#)



WORKING GROUP OVERVIEW

STEERING GROUP

The Steering Group held two face-to-face meetings (25th – 26th July in The Hague and 18th – 19th October in Rome) and 4 teleconferences (7th July, 1st September, 22nd September and the 17th November). 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 approve using MailChimp as marketing tool.
- To approve the agreement between HbbTV and RadioDNS (HbbTV-SG-00211-002).
- To remove any requirements in the TRAA to provide significant contribution for the right to participate in the development of the Test Suite.
- To agree to the principles of a liaison with CI Plus LLP as presented by Mr Lanigan subject to TBATF and Testing WG reviews
- To conclude that a RFP for OpApps shall be prepared to the existing suppliers
- To prioritise finishing OpApps assertions over TMR activities without completely stopping TMR activities.
- To wait for more market evidence before creating test assertions for the man-in-the-middle topic and refer to the work provided by DVB on this subject and to the DVB press release dated 3rd April 2017.
- To agree to a low-end threshold for the cash position of the HbbTV Association at €286k.
- To agree approving the DASH validator contract with Nomor Research.

CERTIFICATION WORKING GROUP

The Certification Group is writing the contract to be used with the external contractor who will enhance an existing DASH Validator tool to cover the requirements of HbbTV v2.0.1 and in particular DVB DASH (TS 103 285). This should be completed in the next few weeks, allowing the contract to be placed and the work to start. The updated DASH Validator will enable a DASH MPD and the referenced content to be checked for basic conformance to HbbTV and DVB specifications.

MARKETING & EDUCATION WORKING GROUP

The Marketing and Education Working Group holds regular phone calls every second Thursday afternoon and welcomes support from additional members. Since our last newsletter, these phone calls have, in the main, been devoted to the organisation of the 6th Annual HbbTV Symposium and inaugural awards with were held in Rome on 17th & 18th October. For the full overview of the event, please see the story above.

Other activities include promoting that the HbbTV Association and Radio DNS have announced the start of their HbbTV Application Discovery service; that version 9.2.1 of the HbbTV Conformance Test Suit has been released and that we have just published our specification of Operator Applications. All stories can be read in full by following the links above.

SPECIFICATION WORKING GROUP

The specification group continues with the following activities;

- Responding to reports of issues with the HbbTV 2.0.1 specification. Errata #2 to HbbTV 2.0.1 containing a number of solutions for these was approved in October and should be published soon. Other issues remain to be addressed and there is a steady trickle of new issues.
- Adding HDR and HFR video and Next Generation Audio via DASH. This will be based on the new version of the DVB DASH specification.
- Finalising the operator applications specification. This is now complete and published.
- Application discovery over broadband phase 2. This targets TV sets who receive TV content over HDMI from a set-top box. The approach is based on watermarking.

TESTING WORKING GROUP

In early November, the Testing Group issued version 9.2.1 of the HbbTV test Suite. This is a maintenance release of the previous version 9.2 suite, in use since July 2017.

As the number of test suite users increases, the group is working to update its processes to make it easier to track the status of test cases and to simplify the review and approval of material.

We are expecting a number of new additions to the test suite in 2018, covering the new specifications based on the work started by the Smart TV Alliance. As always, we encourage everyone to get involved in the development of the test suite as it provides a valuable resource for improving conformance and interoperability.

REQUIREMENTS WORKING GROUP

HbbTV has received via liaison a copy of the DVB Study Mission Report into Targeted Advertising. The Requirements Group has considered the approach to take to address the "gaps" identified by the use cases in the Report. The group will be sending a liaison response proposing that DVB first defines commercial requirements in consultation with HbbTV. HbbTV will then analyse these requirements to determine which ones would best be satisfied by extensions to the HbbTV Specification.

TEST BID ACCEPTANCE FORCE

The TBATF has been looking at how to allocate and prioritise funding of future activities relating to Test Materials and the commissioning of external resources to help review and accept Test Materials. Whilst it is always preferred that member companies provide voluntary reviewing effort, the reality is that in order to meet urgent market needs it is necessary to employ external third party resources to help us out.

We have recently come to high level agreements with the CI-Plus LLP to co-fund the delivery of CICAM tests with the DVB to co-fund the DASH validation tool. We are focussing our efforts on being able to deliver as complete a reviewed test suite as possible for the next release in the Spring of 2018 and we expect to soon be issuing RfQs for further Test Materials including Operator Apps.

IMPROVING INTEROPERABILITY TASK FORCE

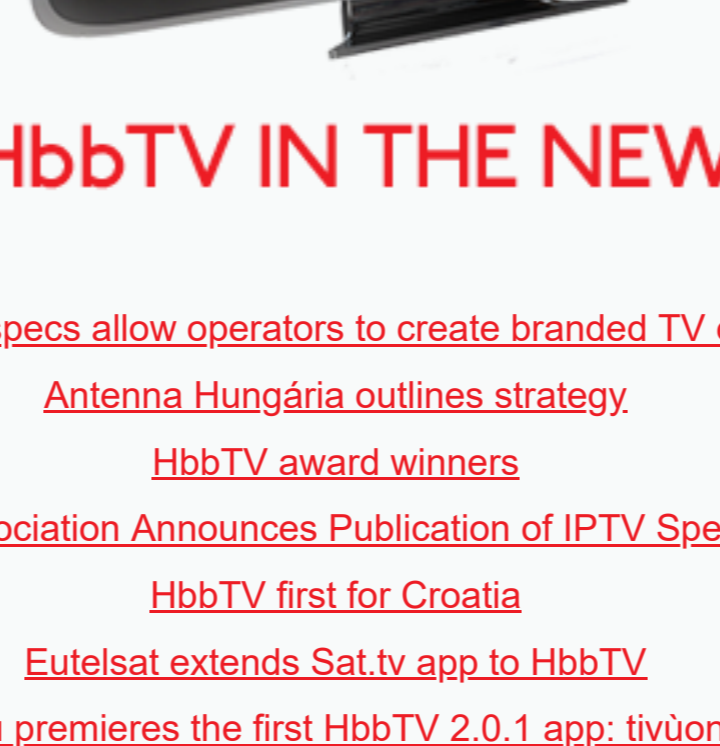
As presented at the Symposium, HbbTV has commissioned a DRM reference application and the IITF has been overseeing the delivery of this application. The latest milestone release is now available incorporating support for MSE/EME as well as the playback of clear and DRM'd content on HbbTV 1.5 and 2.0.1 devices.

The IITF would like to get members input on this release to support the acceptance of the delivery – especially from manufacturers who may be able to test that the application works on their platforms.

The code is available at <https://github.com/HbbTV-Association/ReferenceApplication>, and a live instance is available at <http://meridian.sofiadigital.itvportal/referenceapp/>. General issues with the application should be raised in the github project at <https://github.com/HbbTV-Association/ReferenceApplication/issues> but please avoid discussion of manufacturer/device specific details in this forum for anti-trust reasons. If you wish to approach the developer Sofia Digital directly to discuss a vendor specific problem then please email hbbtv_refapp@sofiadigital.com.

The IITF has also been working on requirements for a DVB/HbbTV DASH validator (to be based on the existing DASH-IF validator) and HbbTV expects to commission development of this tool soon including completion around Q2 of 2018.

The IITF also created a template for interop/pluginfest events to report issues, and has been helping triage feedback from a recent pluginfest in Spain. We would encourage other organisers of events to use the template (available on Kavi as HbbTV-IITF-00109-000-HbbTV Interop Event Report Template v0.1.docx) and report interoperability issues back to the IITF.



HbbTV IN THE NEWS

[New HbbTV specs allow operators to create branded TV experience](#)

[Antenna Hungaria outlines strategy](#)

[HbbTV award winners](#)

[HbbTV Association Announces Publication of IPTV Specification](#)

[HbbTV first for Croatia](#)

[Eutelsat extends Sat.tv app to HbbTV](#)

[Tivù premieres the first HbbTV 2.0.1 app. tivù/en!](#)

[Freesat RFP to include HbbTV and UHD/](#)

[Slovakia's Markiza adopts commercial HbbTV](#)

[Switzerland: AdScribe delivers HbbTV interactive advertising/](#)

[Italy presents 'stretch TV' at HbbTV Symposium](#)

[Freeview Play wins gong at first HbbTV Awards](#)

[Sorenson Media smart TV implementation is the first piece of the broadcast addressable jigsaw for ITV](#)

[okARD:alpha launches via HbbTV on DVB-T2](#)

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