The Italian HbbTV conformance regime

9° HbbTV Symposium 2021
Paris, November 24-25
HbbTV in the Italian market context

- Nearly 11M tivùsat receivers have been sold in Italy since 2010.
- 6,5M of these are HbbTV
- 46 HbbTV TV & STB platforms certified from 2017 so far
- 2 HbbTV applications tested through the tivù interoperability testing package
- More than 8 Hbbtv apps are now available from the tivùsat channels
HbbTV in the Italian market context

- Samsung
- LG
- TP Vision
- Vestel
- Panasonic
- Hisense
- DigiQuest
- Sony
- TCL

2018 - 2022
How conformance regime is organized

**Tivù’s role in the italian HbbTV conformance regime**

Tivù has been present in the main free-to-air Italian platforms with its quality labels for HbbTV devices since the early adoption of HbbTV back in 2016.

The HbbTV Italian certification regime was designed and improved by Tivù with the following goals:

- avoid interoperability issues
- **simplify the whole certification process**
- reduce certification cost
- better support to tv and stb manufacturer
- facilitate remote testing to address the covid emergency
How conformance regime is organized

Tivù’s role in the italian HbbTV conformance regime

In order to achieve this tivù:
• put the focus on testing the applications, following week by week the evolutions of the HbbTV Italian apps
• created and updated the tivù test suites (via Eurofins)
• created a unique HbbTV quality label, «lativù»
• built a complete zoo of HbbTV certified receivers (more than 45 platforms)
• created Sharevisor, a new service for manufacturers to allow and enhance remote hosting (via Kineton)
How conformance regime is organized.

Lativù label certification supply chain

1. HbbTV official test suite
2. tivù test suite
3. HbbTV broadcaster APP Test protocol
4. Lab testing interoperability testing for existing apps
**Baseline requirement**
- Signature of the labelling program agreement with tivù
- Compliance with Italian specification from HDFI
- Compliance with the implementation guideline and annexes from tivù

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<th>1 week DVB-S2</th>
<th>SAT - tivùsat</th>
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<td>• Self certification using tivùsat test suite</td>
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<td>• Manual certification in the lab</td>
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History and lessons learned

- tech specifications
- agreement with manufacturers
- marketing and communications

Unity makes us stronger!
Planned evolution of the National system

- new brand and new certified platforms
- new applications from the Italian markets
- new features to include in the HbbTV testing regime, according to the HbbTV evolution
- progressive introduction of test automation for optimized certifications