



# The Italian HbbTV conformance regime

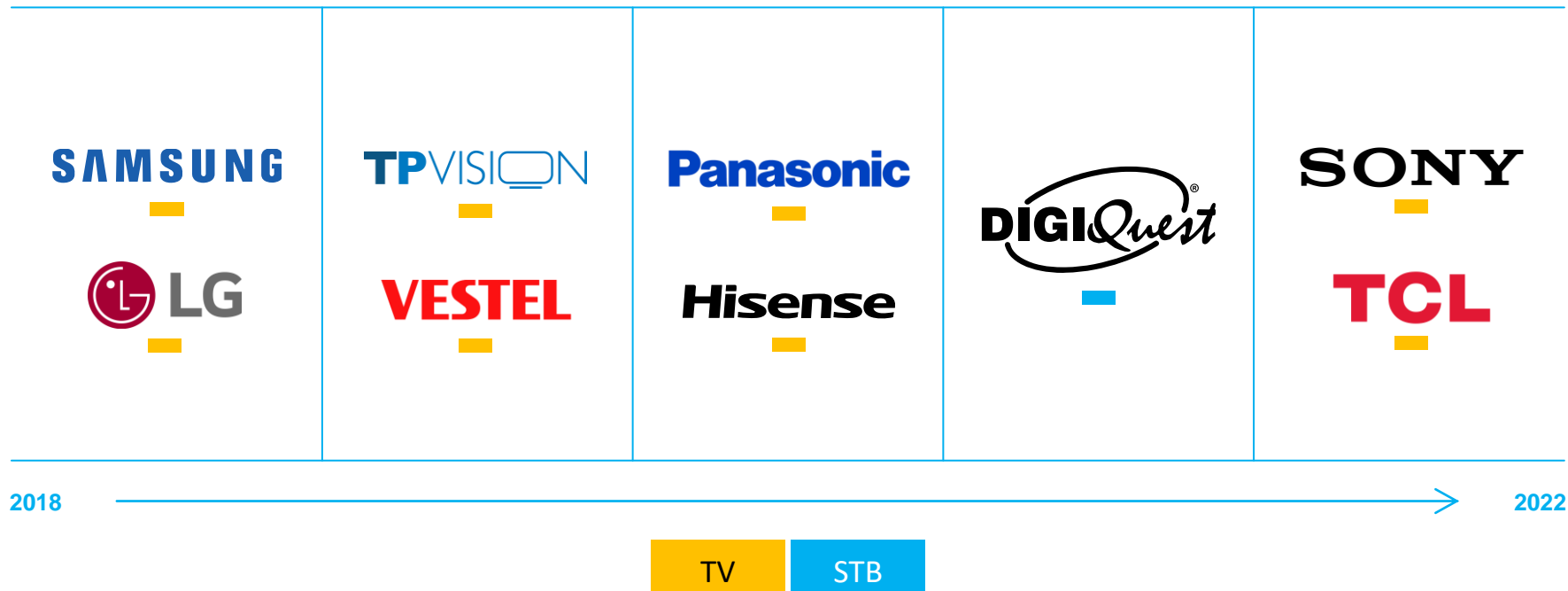
**9° HbbTV Symposium 2021**  
**Paris, November 24-25**

# 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



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

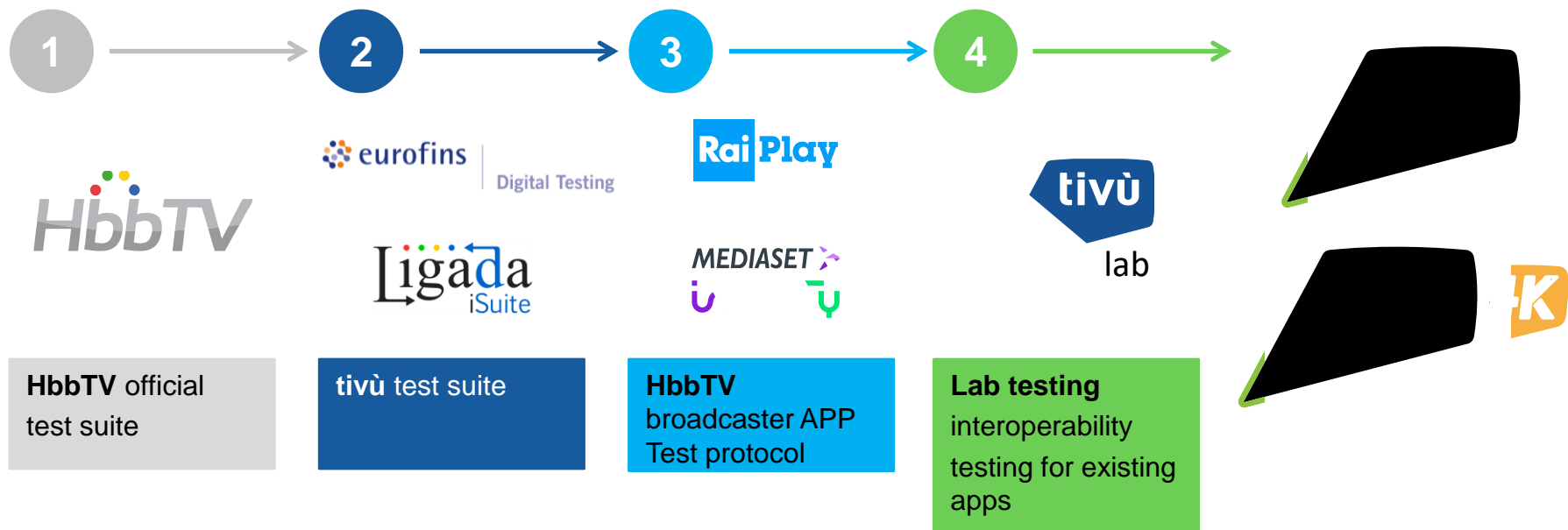
## Tivù's role in the italian HbbTV conformance regime

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)

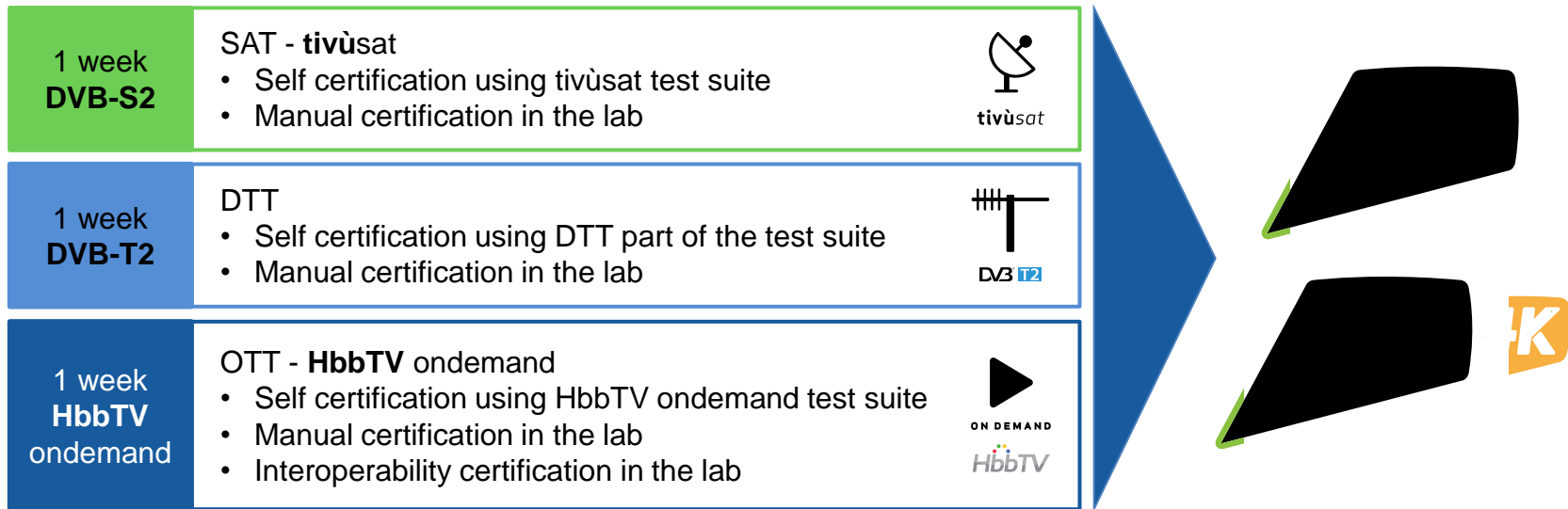
How conformance regime is organized.

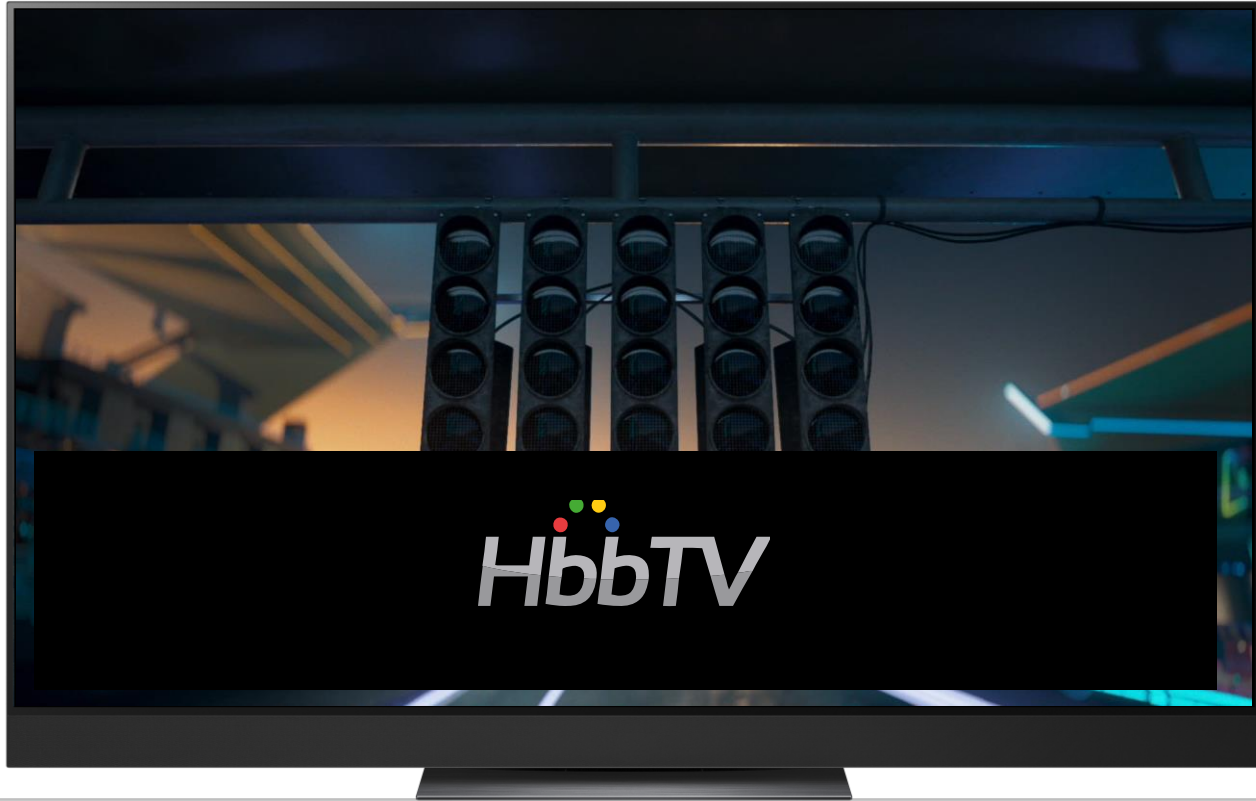
## Lativù label certification supply chain



## 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**







## History and lessons learned

- tech specifications
- agreement with manufacturers
- marketing and communications



**Unity makes us stronger!**

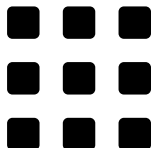
# Planned evolution of the National system



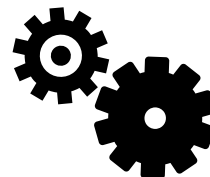
new brand and new certified platforms



new features to include in the HbbTV testing regime, according to the HbbTV evolution



new applications from the Italian markets



progressive introduction of test automation for optimized certifications



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