Do we still need standards?
YES: more than ever!
Our questions as a broadcaster are:

1. WHY do we need HBBTV today?
2. WHAT is HBBTV good for?
3. HOW can we use HBBTV to create a relevant user experience?
WHY do we need HBBTV today?

TV OS and technology are fragmenting more and more.
WHY do we need HBBTV today?

The quest for interoperability is more urgent than ever.
WHY do we need HBBTV today?

Average performance is increasing both on devices and through cloud computing.
WHY do we need HBBTV today?

Testing is what makes a standard come true.
WHAT is HBBTV good for?

It fits very well with a lean back linear TV experience.
It is designed for bridging linear TV with non linear
3 main pillars in designing our HBBTV service

Mind the schedule
Stay relevant with the on air program

Mind the context
Stay relevant with the channel

Mind who’s watching
Stay relevant with your viewer
HOW to create a relevant experience with HBBTV?

... and some basic hints.

- Viewers are relaxing: so make their experience simple
- Let the TV content stay king and prominent
- Video always comes first
- Try, test, learn, retry
HOW to create a relevant experience with HBBTV
HOW to create a relevant experience with HBBTV

In synch with the on air program:

Live clipping and instant replay
HOW to create a relevant experience with HBBTV

In synch with the on air program:

- Live cams
- Voting
- Best moments you just lost
HOW to create a relevant experience with HBBTV

In sync with the on air program:

- Live cams
- Voting
- Best moments you just lost
In synch with the on air program:

Live cams + Voting +
Best moments you just lost
Consistent with the channel identity

**Movie channel: restart + latest movies**

HOW to create a relevant experience with HBBTV
### Consistent with the channel identity

**Kids channels:**
- Restart
- Top characters

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**HOW to create a relevant experience with HBBTV**

[Image of a user interface with channels and characters]
3

Consistent with the viewer

Profile choice
+ Keep watching
+ Subscribed
SVOD contents

HOW to create a relevant experience with HBBTV
HOW to create a relevant experience with HBBTV

Consistent with the viewer

Profile choice
+ Keep watching
+ Subscribed SVOD contents

CONTINUA A GUARDARE

GUARDA DOPO

L’ISOLA DI PIETRO

MANIFEST

CONTINUA A GUARDARE

GUARDA DOPO

L’ISOLA DI PIETRO

MANIFEST

Johnny Stecchi
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Consistent with the viewer

Profile choice

Keep watching

Subscribed SVOD contents

HOW to create a relevant experience with HBBTV

I Film più visti di Infinity+

Le Serie più viste di Infinity+

Infinity+ | Film e Serie

Impostazioni
HOW to create a relevant experience with HBBTV

THANKS for WATCHING
Do we still need standards?

Yes... more than ever

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Alberto Bruno