

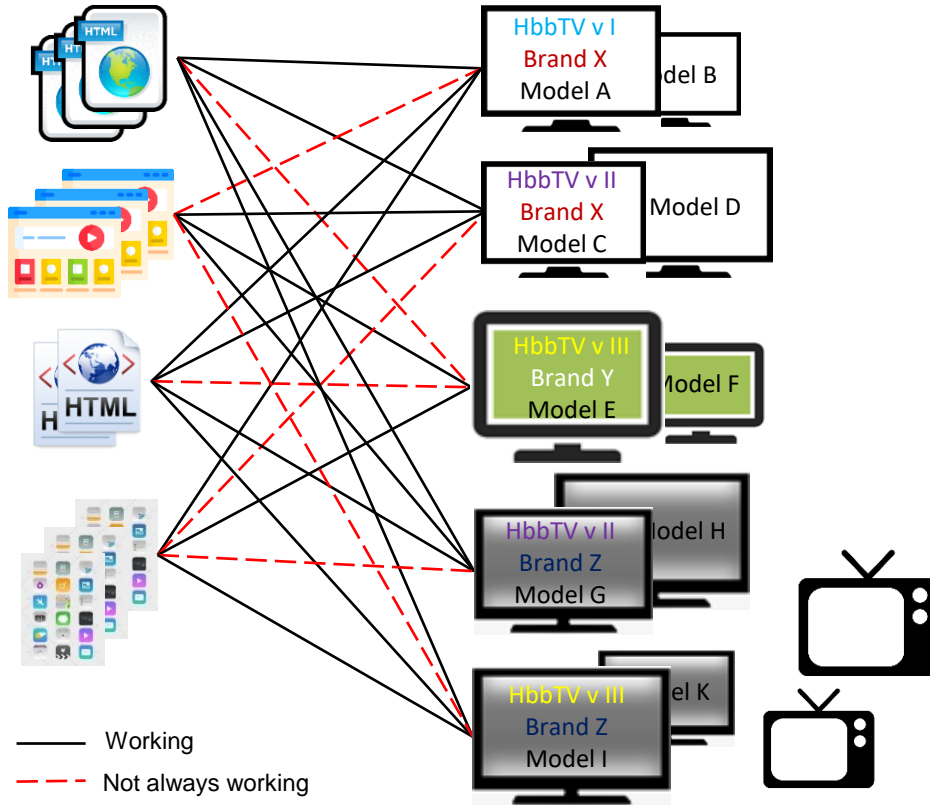


# Conformance & Interoperability Regime wrap up

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# Why Conformance & Interoperability is needed

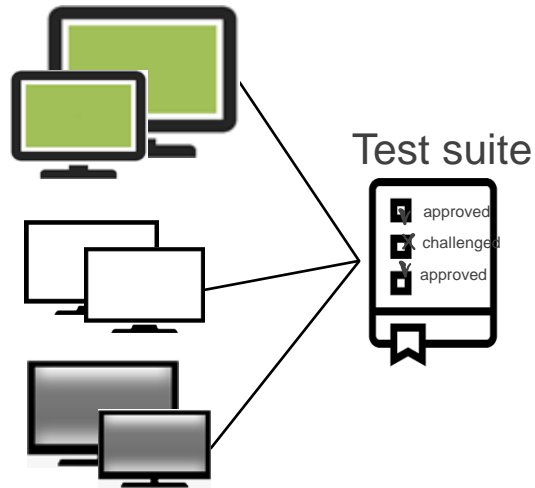


- HbbTV market segmentation.
- An existing base of legacy technologies.
- TV-specific product lifecycle.
- Consumer expectations regarding product performance and user experience.

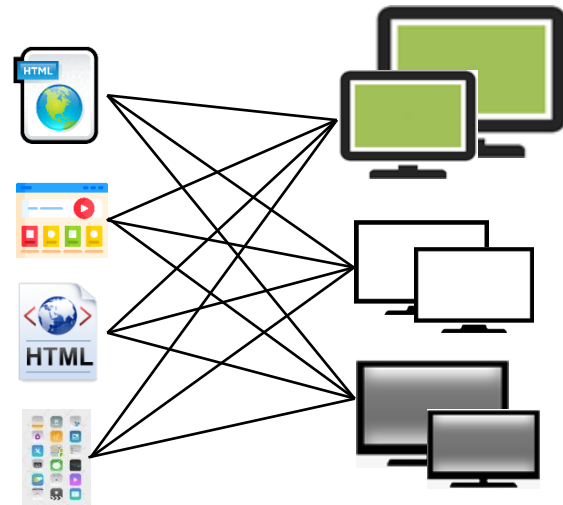
## The objective

HbbTV implementations to comply with the standard.  
Interoperability of products from different suppliers.

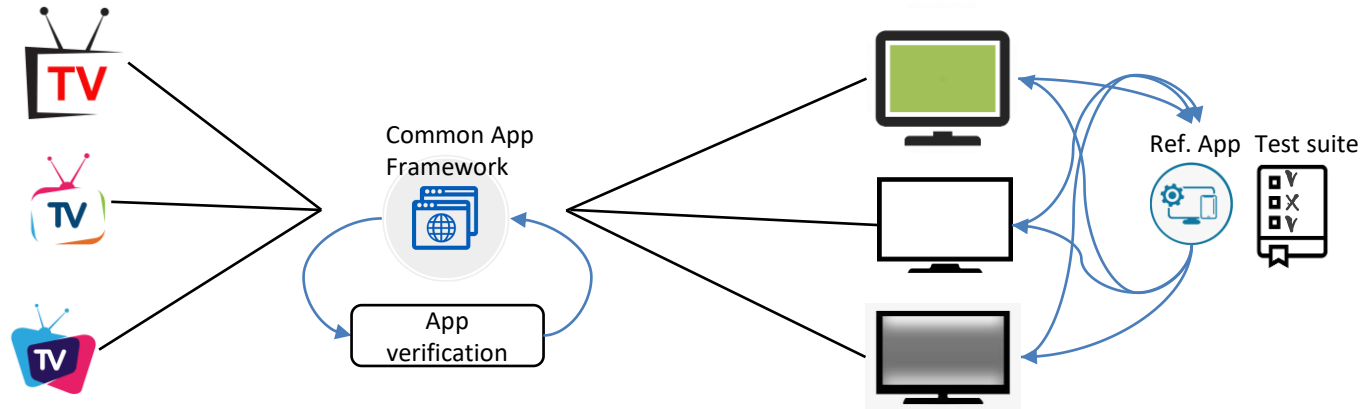
### Conformance/Unit testing



### Interoperability testing



- App verification using tools from 3<sup>rd</sup> parties (DASH validator, etc.)
- Testing the practical combination of HbbTV component technologies using reference apps.
- A standardized app framework for multiple broadcasters to reduce many-to-many relations



## Is a centralized conformance system possible?

- If implemented well, it could provide benefits to stakeholders in removing low-level unit testing duplication.
- However, different market characteristics would be a big challenge for system implementation.

## Initiatives for improvements

- Address and standardize popular requirements to reduce market segmentations.
- A broader collaboration between HbbTV platform operators to reduce many-to-many relations
- HbbTV initiatives to improve the conformance & interoperability (IOT workshops, reference apps, DASH validator, developer portal, etc.)



Thank you

