Hbbtv in Germany without conformance regime
Kai Mysliwiec, HbbTV Symposium 2021
38.7 mil. TV HH in 2018

Today we can measure 13 mil monthly unique devices on our 7 TV channels. The RTL group reports 18 mil.

- 67% of all HbbTV viewers use a satellite and 31% cable. In contrast 45% of all HH are connected by satellite and 45% by cable.
- HbbTV launched in Germany by the main broadcasters including SevenOne in 2011 (or even 2010)
- Addressable TV started 2015 on SevenOne and RTL Group with the SwitchIn based on HbbTV 1.0
- SevenOne started 2018 with ATV Spot-Replacement and DRM using HbbTV 1.5
- HbbTV 1.5 is still dominating 2021

1 Digitalisierungsbericht Video 2021
Public vs Private Broadcasters

**Public Broadcasters**
- Mandatory universal services for information, education and entertainment (*Grundversorgungsauftrag*)
- Own produced content including all rights for catch-up without DRM restriction
- Not allowed to show ads in HbbTV ➔ High focus on VoD content (Mediathek)

**Private Broadcasters**
- Optimizing for monetization
- Difficult situation for VoD because of *DRM requirement* and *catch-up licenses* for US studio content
- We can’t demand a proprietary DRM because of regulatory reasons
- *SwitchIn* and *ATV Spot* are main drivers for revenue ➔ Focus on Addressable TV

**DIFFERENT CONSUMER FOCUS AND PRODUCT STRATEGIES LEAD TO DIFFERENT HBBTV REQUIREMENTS**
The SwitchIn is still one main driver for SevenOnes revenue in HbbTV, and that’s why we can monetize almost the whole device population from 2011 on. We provide the video center as kind of compensation for the user for activating HbbTV.

We can only put devices models on the global deny-list if we can’t monetize it or if the cost of maintenance is bigger than the revenue generated with this specific device model.

For all other device models we

• use a combination of **allow- and deny-lists** to switch on/off product features
• use **device testing** to initially build up allow- and deny-lists
• use data from **error tracking** to populate allow- and deny-lists beyond the devices available in the test lab
A broadly available DRM solution and more owned content would enable us to put more focus on the video center.

With the liquidation of the IRT our main driver for the HbbTV standard in Germany has stopped working. It would be great if the Germany broadcasters could establish a good replacement to drive the future of HbbTV and organize the famous HbbTV plugfests.

Privacy topics become more and more important (remember GDPR last year?) and they consume a lot of our development efforts. Guidelines which are negotiated with the authorities would reduce development costs and avoid TV viewer frustrations.

Meanwhile...

...we will focus on Addressable TV in the next time, and we already have several initiatives in pushing HbbTV TA and ADB2 to the German market utilizing several working groups and task forces of Deutsche TV-Plattform.
Thank you