HbbTV in the UK: A Manufacturers Perspective

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HbbTV in the UK: A Manufacturers Perspective

- Samsung activity in specification groups
- History of Interactive Services in UK
  - Transition to HbbTV in the UK
  - Reasons for a Successful Transition
  - Cross Value Chain Collaboration
- Key message for other markets
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• Specifications
  – HbbTV Association
    • Samsung is a founding member of the HbbTV Association
    • Active contributor to all key HbbTV groups
      – Elected Steering Board member
      – Chair Testing Group
      – Co-Chair of Requirements Group
  
  – UK DTG
    • Active contributor to UK DBook
      – Strong support for UK Interoperability based specifications
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• History of Interactive Services in UK
  – UK MHEG market is mature:
    • Not a green field launch of HbbTV
    • Orderly transition is challenging
    • Millions of MHEG TV in the market
      – Support of problems is expensive
  – Transition was successful
    • Why?

Evolution of Interactivity in the UK D-Book

- MHEG-5 required 1998
- IP Return channel required 2007
- HbbTV optional 2016
- MHEG optional HbbTV required 2021
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- Reasons for a successful transition
  - Compelling services which are valued by consumers
    - Consumer demand rather than artificial regulation drives adoption in receivers
  - Cross value-chain coordination
    - Broadcasters and manufacturers sit together in the DTG and agree specifications, timelines and how to manage the transition
  - Broadcaster Application Support
    - Main broadcasters coordinate App launch with CE Industry
      - Provide technical support for CE manufacturers
      - Provide testing
  - Leading to fewer market issues

→ Gives CE industry confidence to support their apps.
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• Cross Value Chain Collaboration
  – Specification (DBook)
    • Minimum interoperability specification
    • Defines what is broadcast, allowing receivers to receive those broadcasts
    • Specification is designed through industry collaboration
    • Freeview uses the DBook as one of the required specifications for Freeview Play
    • Any manufacturer can use the DBook to implement their own horizontal market receiver
      (There is no UK regulation forcing compliance with the DBook)
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- Key message for other markets looking to transition:
  - UK has been the market leader in horizontal market interactivity for more than 20 years including a recent transition from MHEG to HbbTV
    - A successful interactive TV market creates a win-win situation for broadcasters and manufacturers
  - This success has not been driven by regulation but rather
    - Broadcasters producing compelling applications and services
    - Cross Industry collaboration
    - Broadcaster investment and technical support of their applications
- Enabled a successful transition to a new interactive standard