



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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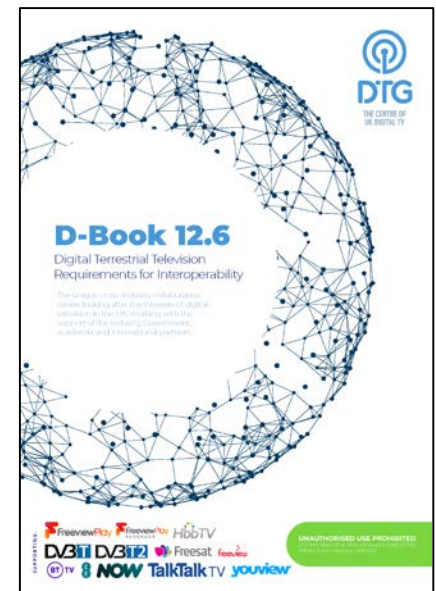
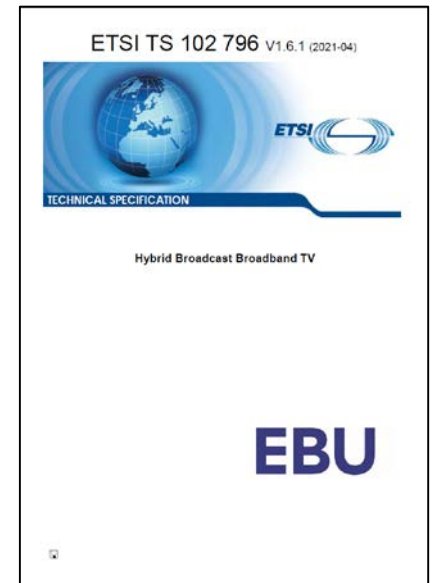
- Specifications

- 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

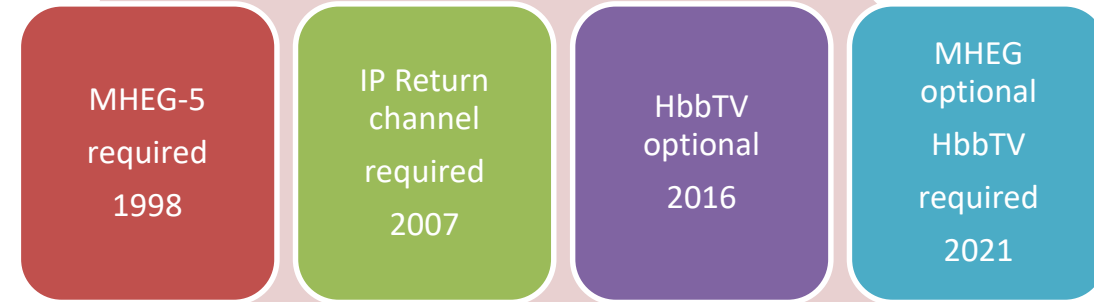
- Active contributor to UK DBook
 - Strong support for UK Interoperability based specifications



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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?

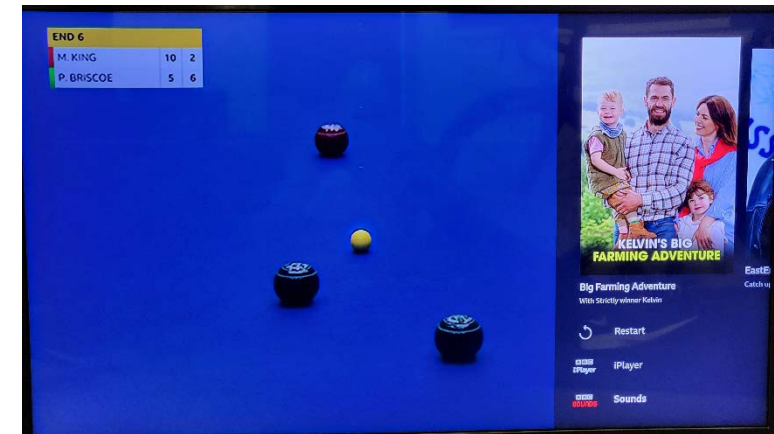
Evolution of Interactivity in the UK D-Book



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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.

BBC HbbTV service: red button triggered
Access to BBC services



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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)

HbbTV in the UK: A Manufacturers Perspective

- 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

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