

MEMBER NEWSLETTER

July 2022



Dear members,

Last year's very successful 9th HbbTV Symposium and Awards in Paris has provided reinforced evidence that our specification has evolved into a mature and recognised standard which supports real-life business cases and services to a very high scale.

While the traditional success cases of HbbTV which come to mind are mostly in Western Europe (United Kingdom, Italy, Germany, Spain), we should not underestimate the important role and increasing significance of HbbTV in Central and Eastern European countries. For instance around 2.7 million people in the Czech Republic are able to use the Red Button, almost a quarter of the country's population. And this fully explains why the 10th HbbTV Symposium and Awards will take place on November 9-10, 2022 in Prague. With the Czech Association of Commercial Television (AKTV), we have found the ideal and strong partner to organise, promote and carry out the event where we hope to meet all of you again.

Together with AKTV, we are convinced that our joint event will particularly drive and expand awareness of HbbTV in the Czech Republic and neighbouring countries.

As the TV landscape is undergoing massive changes, HbbTV is playing a key role to enable the ongoing strategy adaptation of many important players with key specifications like Targeted Advertising. But to make sure that HbbTV brings its full range of benefits to consumers and to the business stakeholders, there are challenges we need to tackle, ranging from the different device certification processes across Europe to the interoperability of DRM with HbbTV applications. We will only be able to master these challenges if we tackle them together and with partners in a broad cross-industry cooperation, and this is what is enabled by the professionalism and commitment of the individuals and companies interacting in our Working Groups and Task Forces. They lay the foundation for the successful development of our standard, achieving the constant enrichment of the TV services proposed to consumers.

I would like to use this opportunity to thank all members for their great trust and my re-election as Chair. With my Steering Group colleagues and the support of all members, we are committed to continue working for the benefit of the ecosystem and consumers, making sure HbbTV brings the benefits which are expected.

Best regards,

Vincent Grivet
Chair HbbTV Association



New Steering Group elected

The members of the HbbTV Association have elected the new Steering Group at the hybrid General Assembly (GA) in Ghent in May. The new Steering Group comprises the following 16 members:

- BBC, Chris Poole
- Cellnex Telecom, Xavier Redon
- Digital UK, James Jackson
- EBU, Peter MacAvock
- Eutelsat, Vincent Grivet
- Kineton, Angelo Pettazzi
- LG Electronics, Stuart Savage
- Panasonic, Martin Faehrich
- RAI, Luca Barboni
- RTI, Fabio Guarnaccia
- RTL, Frank Heineberg
- Samsung, John Adam
- Sony Europe, Nigel Moore
- Tivù, Daniele Novaga
- TP Vision, Jon Piesing
- Vewd Software, Frode Hernes

10th HbbTV Symposium and Awards, Prague, November 9-10

10th HbbTV Symposium and Awards

November 9–10, 2022, Prague

HbbTV[®]

AKTV

The 10th HbbTV Symposium and Awards will take place in Prague in the prestigious National house of Vinohrady on November 9-10, 2022. Our annual summit, targeting platform operators, broadcasters, advertisers and adtechs, standards organisations and technology companies, will be co-hosted with the Czech Association of Commercial Television (AKTV). For more information please visit our [event subsite](#).



National house of Vinohrady

This prestigious neo-renaissance building, centrally located in Prague, provides a first-class base for conference attendees, sponsors and networking.



Call for Speakers extended to July 31

The HbbTV Symposium 2022 is open for industry executives and experts interested in addressing the top-level audience as speakers in the conference programme. If you would like to speak at the HbbTV Symposium 2022, you are welcome to send us an outline of your proposed presentation through this [online form](#) by July 31, 2022. Please provide the title, an abstract (max. 200 words), a speaker's biography (max. 150 words) and a speaker's photo.



Attractive Sponsoring Packages

Welcome to the first sponsors

Sponsoring is a key element at the HbbTV Symposium and Awards. For the 10th edition of our annual main event in Prague we are offering very attractive [Sponsoring Packages](#) for members and non-members.

With Kineton, Yotta Media Labs, Mediaset, Ocean Blue Software and Ateme we welcome the first five sponsors.

Developer Portal

This portal aims at offering a clear understanding – with examples, guidelines, specification references and available resources – of the programming additions required by the HbbTV specification to manage and to program specific TV related features such as, for example, an application launch and its lifecycle, its signalization, its remote control interaction, hbbTV object etc.

EXPLORE



Call for Awards Submissions

The HbbTV Association is pleased to invite entries for this year's HbbTV Awards. The contest takes place as part of the 10th HbbTV Symposium and Awards on November 9-10, 2022 in Prague, jointly hosted by the HbbTV Association and Czech Association of Commercial Television (AKTV). The HbbTV Awards will be held for the fifth time, showcasing and celebrating best practice and excellence in the HbbTV community.

The providers of HbbTV applications and services are welcome to submit their entries through this [online form](#); the website also details the terms and conditions of the free competition. There are six awards and one judges' award.

The categories for the HbbTV Awards 2022 are:

- Best use of HbbTV for advertising-based solutions
- Best tool or product for HbbTV service development or delivery
- Best technology innovation in an HbbTV product or service
- Best interoperability and conformance tool
- Best marketing or promotion of an HbbTV-based service
- Best individual contribution to the HbbTV Association
- Judges' award "HbbTV newcomer of the year"

HbbTV Association Developer Portal

The free service is available at <https://developer.hbbtv.org>. It targets software developers looking for an introductory guide on how to programme and run HbbTV applications and also provides technical information for advanced users as well as a forum where developers can share their experience and discuss technical matters. The HbbTV Developer Portal contains tutorials, for example on setting up an on-screen message, handling the audio/video broadcast signal and interacting with the remote control as well as documentation of the API reference, a resource section with details on the HbbTV DASH/DRM reference application, the HbbTV Test Suite and other tools, a developer forum to discuss questions, and the latest news on the HbbTV specifications.

HbbTV Awards open for entries

The HbbTV Association is pleased to invite entries for this year's HbbTV Awards. The contest takes place as part of the 10th HbbTV Symposium and Awards on November 9-10, 2022 in Prague, jointly hosted by the HbbTV Association and Czech Association of Commercial Television (AKTV). [More](#)

Vincent Grivet re-elected Chair of HbbTV Association

Vincent Grivet (representing Eutelsat) will remain Chair of the HbbTV Association. The members of the industry association's newly assembled Steering Group (SG) re-elected Grivet for another two-year term at their meeting on June 17, 2022. Jon Piesing (TP Vision) was re-elected the HbbTV Association's Vice-Chair; Xavier Redon (Cellnex Telecom) will continue to serve as Treasurer. [More](#)

HbbTV releases Version 2022-1 of the HbbTV Conformance Test Suite

The new version is called v2022-1; it is the first major release of the Test Suite in 2022. The release contains 3,002 test cases in total, and includes an increase of 101 approved test cases since the v2021-3 release. [More](#)

HbbTV Association launches Developer Portal

The free service, available at <https://developer.hbbtv.org>, targets software developers looking for an introductory guide on how to programme and run HbbTV applications and also provides technical information for advanced users as well as a forum where developers can share their experience and discuss technical matters. [More](#)

HbbTV Symposium and Awards 2022: Call for Speakers

The 10th HbbTV Symposium and Awards on November 9-10, 2022 in Prague, Czech Republic, is inviting industry executives and experts to address the top-level audience as speakers in the conference programme. [More](#)

HbbTV Symposium and Awards 2022 on November 9-10 in Prague

The 10th HbbTV Symposium and Awards will take place in Prague, Czech Republic, on November 9 and 10, 2022. This was announced today by the HbbTV Association, a global initiative dedicated to providing open standards for the delivery of advanced interactive TV services through broadcast and broadband networks for connected TV sets and set-top boxes. [More](#)



News from the Working Groups and Task Forces

Specification Group

At the end of April, the Specification Group completed a stable draft of HbbTV 2.0.4, what will be TS 102 796 V1.7.1 which can be found [here](#). Members are now working on the unit test descriptions which are a requirement of the HbbTV workflow before final approval and publication of the specification.

The Group is now working on independent specifications - targeted advertising, operator applications and DRM guidelines. Good progress is being made on the first of these, work is yet to properly re-start on OpApps or start on the DRM guidelines.

Testing Group

The Testing Group has recently published Test Suite v2022-2, the second major release of the Test Suite in 2022.

The release now includes a total of 3;000 test cases, 2;304 of them approved. 30 tests have been approved for the first time, and 70 tests were re-approved following a challenge. No new additional test material was added for this release, but improvements have been made to 37 approved tests.

Prior to this release, the Testing Group held a distributed Testing Event at the beginning of July to gather the evidence required for the test approval.

12 companies participated in the Testing Event, representing manufacturers, test material providers, and reviewers.

In May, the Testing Group also launched the HbbTV testing cloud server, a long-term project in cooperation with Kineton. The project is the next step in HbbTV's ongoing effort to streamline and modernise its operational processes.

Marketing and Education Group

The 10th HbbTV Symposium and Awards this year is in Prague, in partnership with AKTV, the Czech commercial broadcaster association, on the 9th and 10th of November. At MEWG we are working hard to deliver this new event that will showcase a line-up of the best speakers of our industry and the 5th edition of the HbbTV Awards to celebrate the best practices of our community.

The Symposium venue is the National House of Vinohrady, a neo-renaissance building, built in 1894; it is an ideal place for our Symposium conference and exhibition and our Awards ceremony night; a prestigious environment of three large halls and five lounges and the impressive "Mayakovsky Hall" where the conference will take place. All around the conference hall we offer plenty of convenient and comfortable spaces to host our sponsor booths and their exhibition. Detailed information on the venue is [here](#).

This year sponsorship packages are very interesting with early bird discounts delivering the best value for money until July 31st. We have Platinum, Diamond, Gold, Silver and Bronze sponsor levels and in addition you could sponsor coffee and lunch breaks or even the Awards ceremony. Do not hesitate to contact us at andrea@dimecomunica.com for any information and clarification you may need on sponsorship opportunities at the 10th HbbTV Symposium and Awards in Prague. Only with your support we can deliver the best Symposium and Awards experience ever.

Would you like to speak at the HbbTV Symposium conference? Have you got a proposal? Please use this call-for-speakers [form](#) to submit your idea; you have time until the end of July.

Again, it's time to submit your entry to the 5th HbbTV Awards! The call-for-awards is open – please use this [form](#) – and this year we will award the best works in the following categories:

- Best use of HbbTV for advertising-based solutions
- Best tool or product for HbbTV service development or delivery
- Best technology innovation in an HbbTV product or service
- Best interoperability and conformance tool
- Best marketing or promotion of an HbbTV-based service
- Best individual contribution to the HbbTV Association

The closing date for submission is September 15th, 2022. A shortlist of finalists will be put forward to a panel of industry experts who will select the winners. The finalists will be announced by October 15th, 2022. The prizes will be awarded at a prestigious ceremony night on November 9th, 2022.

Well, this is it! The last thing I would like to ask is your contribution to the MEWG work; we need your brain, your ideas, your enthusiasm to make the best out of our work. We meet every Thursday at 4 pm CET; ask me to be in at angelo.pettazzi@kineton.it.

Privacy Task Force

The Privacy task force handbook project continues to progress well; the first handbook draft has been provided by the law firm Bird & Bird and is currently being discussed and edited by the PTF members. The handbook document is still open for comments.

HbbTV in the International Media

wedo movies launches on Zattoo and Astra/HbbTV

Video Solutions AG is expanding the distribution of its advertising-financed, free movie channel wedo movies. [More](#)

Ad-tech outfit Equativ invests in Nowtilus to target CTV market

French ad-tech outfit Equativ has taken a significant equity stake in German targeted ad specialist Nowtilus to strengthen its position in the burgeoning connected TV market. [More](#)

Czech Republic gets cross-platform TV audience measurement from Nielsen Admosphere

The Czech Republic's Association of Television Organisations (ATO) has announced an agreement with Nielsen Admosphere to implement cross-platform TV audience measurement in the country. [More](#)

Hinsense integrates HD+ into smart TVs via HbbTV OpApp

German DTH satellite platform HD+ has gained another smart TV manufacturer to offer viewers direct access to its service via the TV set – without a set-top box, CI+ module, smartcard, TV stick or other additional hardware. [More](#)

M7 Group to integrate its platform into smart TVs across Europe based on HbbTV spec

Luxembourg-based pay TV operator M7 Group has announced plans to integrate its TV platforms into smart TV sets in what it describes as an industry-first. [More](#)

Media Broadcast continues to rely on Dotscreen for Freenet HbbTV portal

French multiscreen app and user interface provider Dotscreen has renewed its multi-year contract with Media Broadcast, operator of German DTT platform Freenet TV, for the evolution, support and maintenance of the Freenet HbbTV portal. [More](#)

This newsletter is published by the HbbTV Association MarCom Team.

Contact HbbTV Association:

Angelo Pettazzi

Chair HbbTV Marketing and Education Working Group (MEWG)

email: angelo.pettazzi@kinton.it

Tel: +39.335.7614.596

Press Contacts:

Thomas Fuchs

Fuchs Media Consult GmbH

email: tfuchs@fuchsmc.com

Tel: +49 171 4483 168

[Unsubscribe](#) from this newsletter list.