

MEMBER NEWSLETTER

October 2022



10th HbbTV Symposium and Awards

November 9–10, 2022, Prague

HbbTV

AKTV



1 month to go

10th HbbTV Symposium and Awards in Prague

Our anniversary event, co-hosted with the Czech Association of Commercial Television (AKTV), will open in Prague in four weeks' time on November 9. The framework is in place, registration is open and this week the shortlists for the HbbTV Awards 2022 will be announced with many innovative contributions.

In the Marketing and Education Working Group (MEWG), we are currently fine-tuning the conference programme. The speakers will offer many highlights and insights into the current state and future of our standard as well as a look at new developments and industry trends. Last year, our Chair Vincent Grivet said that HbbTV had grown up. Our event this year will confirm this.

We are particularly pleased that so many major market players support the HbbTV Symposium and Awards 2022 again as sponsors. Interested companies are still welcome to join our annual key event as sponsors.

With Iva Dohnáková, Business Development Manager of HbbTV at TV Nova, and media and technology journalist Julian Clover from Broadband TV News we have two excellent Masters of Ceremony who are very well known in our industry.

We will be delighted to welcome you on two exciting days in the beautiful surroundings of the National house of Vinohrady, centrally located in Prague.

Best regards

Angelo Pettazzi

Chair HbbTV Marketing and Education Working Group (MEWG)

2022 HbbTV Symposium & Awards Registration.

Please select an appropriate option below whether you're a member of either HbbTV or AKTV. Exclusive pricing is offered to members. Please note that membership confirmation is required prior to registration confirmation. Prices shown are w/o 21% VAT.

Member of HbbTV or AKTV (Regular)	€225.00
Non Member (Regular)	€255.00

Registration is open

You can select an appropriate option whether you're a member of either HbbTV or AKTV. Exclusive pricing is offered to members. Please note that membership confirmation is required prior to registration confirmation. Prices shown are w/o 21% VAT. Please register under this [link](#)



Attractive Sponsoring Packages

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

Please take a look at our current [list of sponsors](#).



National house of Vinohrady

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

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 on delivery means, the remote control interaction, handling of the broadcast a/v object etc.

[EXPLORE](#)

Latest Press Releases

HbbTV Symposium to focus on Targeted Advertisement, DVB-I and new HbbTV services

The HbbTV Association has announced the conference programme of the HbbTV Symposium and Awards 2022. The annual key summit of the connected TV industry will take place on November 9-10 in Prague, co-hosted with the Czech Association of Commercial Television (AKTV). [More](#)

HbbTV unveils Jury for the Awards 2022

The HbbTV Association is pleased to announce that the jury has been appointed for the HbbTV Awards 2022. [More](#)

HbbTV releases Version 2022-2 of the HbbTV Conformance Test Suite

The HbbTV Association has released of a new version of the [HbbTV Conformance Test Suite](#). [More](#)

HbbTV Awards 2022 open for entries

The HbbTV Marketing & Education Working Group (MEWG) is seeking feedback on the current state of the development of HbbTV applications. We are keen to hear your opinions on the type of challenges you are facing as you build applications for the HbbTV ecosystem on a regular base. [More](#)

We would ask you if you or someone from your development team could take some minutes aside and answer the survey below. Your feedback is highly appreciated and we will share the results in adequate form with interested HbbTV members.

To enter this survey please use the following [link](#).

The survey takes only 4 minutes to fill out. Please provide your input by October 11 (EoB).

HbbTV in the International Media

Czech TV widens HbbTV platform reach

Czech TV's online video platform iVysilani can now be received on TVs with the Samsung Tizen operating system. (*Broadband TV News*) [More](#)

Intertrust and Sofia Digital team up for direct-to-TV services

Intertrust and Sofia Digital have teamed up to offer direct-to-TV services with ExpressPlay XCA. Operators seeking to implement direct-to-smart TV applications for video services must thread the requirements of legacy broadcast systems and modern broadband systems to provide support to consumers to increase subscriber stickiness and average revenue per user. (*Digital TV Europe*) [More](#)

Loewe integrates HD+ into smart TVs via HbbTV OpApp

Loewe is another TV set manufacturer to integrate German DTH satellite TV platform HD+ directly into its smart TVs. (*Broadband TV News*) [More](#)

SEI and SERAPHIC collaborate for 4K Android TV hybrid STB

Smart home tech provider SEI Robotics and Seraphic have announced a collaboration to create a new 4K Android TV hybrid set-top-box. (*Digital TV Europe*) [More](#)

RTL and SevenOne Entertainment to create new addressable ad tech JV

The pair said their aim is to develop existing technologies for addressable TV based on open standards, such as HbbTV, for the European market. The plan is subject to regulatory approval. (*Digital TV Europe*) [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. (*Digital TV Europe*) [More](#)

This newsletter is published by the HbbTV Association MarCom Team.

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