

ATV.INITIATIVE

presented by

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on behalf of Seven.One Entertainment Group and RTL Deutschland

MARKETS TRANSFORM & DIGITIZE



BUDGETS SHIFT FROM TV TO DIGITAL



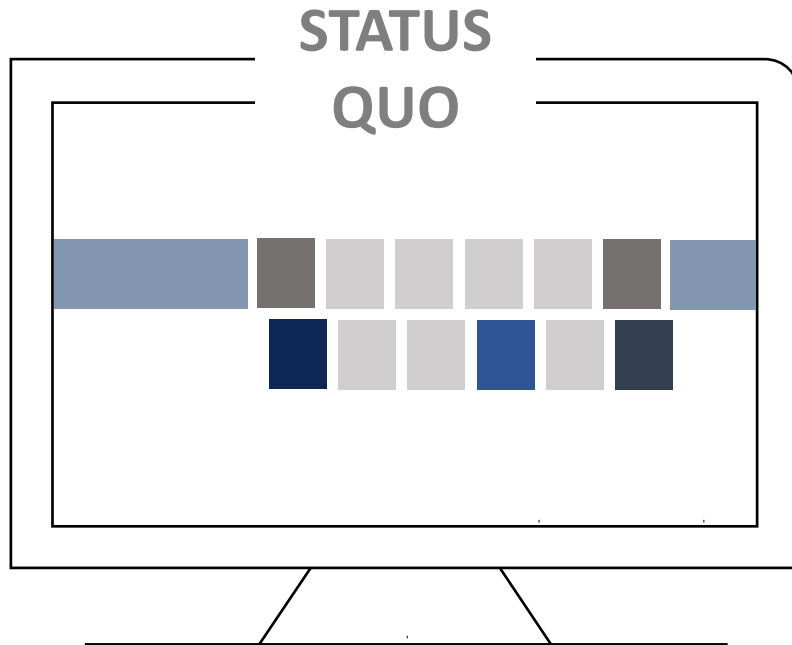
COMPETITION WITH DIGITAL GIANTS



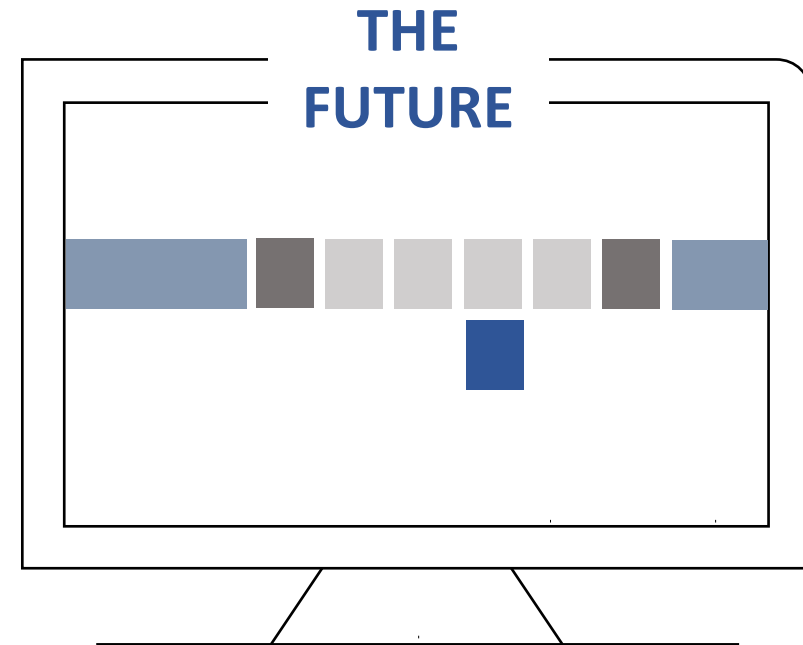
INCREASING DEMAND FOR ATV

**OPEN
ATV**

WE BELIEVE IN OPEN TV STANDARDS

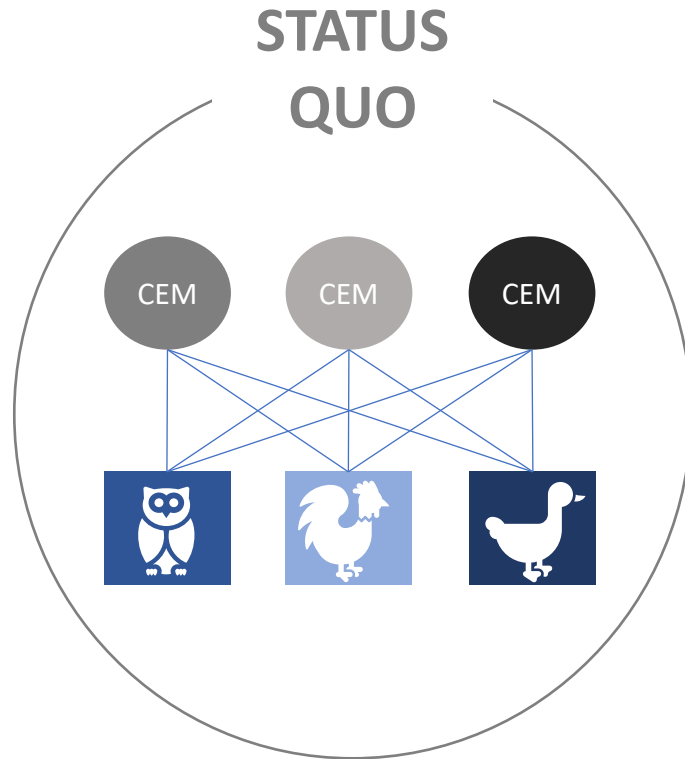


**HbbTV was the kickstarter
to build up addressable TV reach**

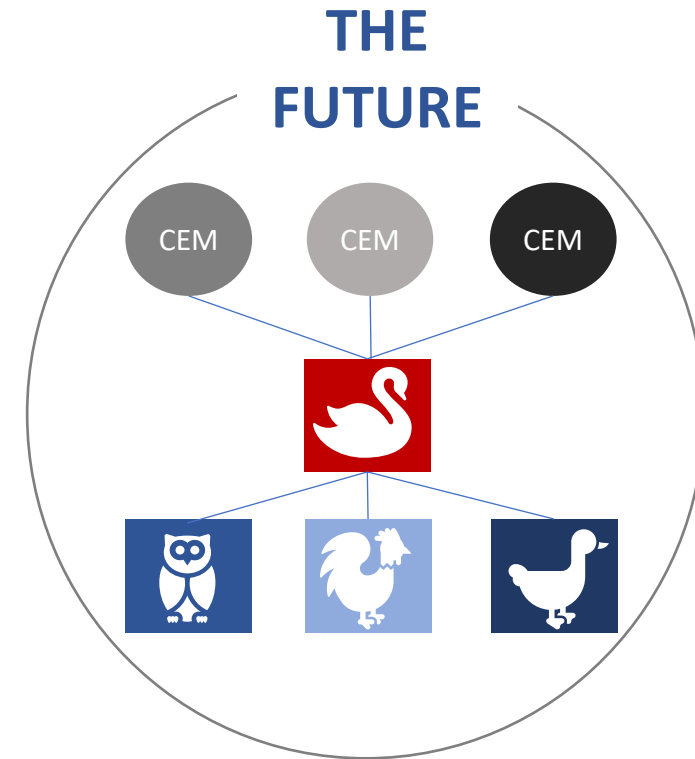


**We need to make ATV future-ready by
new, open & functional standards,
like HbbTV-TA & ADB2**

RESOLVE MARKET IMPERFECTIONS



Unilateral broadcaster tech demands & no scalable setup for multinational CEMs



Compile tech demands to enforce functionality of Open TV standards

FUTURE-READY OPEN ATV TECH

ATV INITIATIVE



TECHNICAL GUIDELINES

compile test requirements

collect & reconcile broadcaster requirements



REFERENCE APPS

CEM reference apps & user agent testing

provide reference apps to CEMs



USER AGENT CERTIFICATION

Certify CEM tech & whitelisting

certify & whitelist CEM TV user agents



LICENSE PACKAGE

ref apps, whitelists, test results & docu

broadcasters can leverage own ATV tech

we start with hbbtv-ta & adb2.0, but further open tv standards in scope

**ADDRESSABLE TV INITIATIVE
IS A EUROPEAN PROJECT.**

**WE INVITE ALL INTERESTED
BROADCASTERS & CEMS
TO PARTICIPATE!**