



MEMBER NEWSLETTER



11th HbbTV Symposium and Awards in Naples November 28-29

Dear HbbTV member,
Dear colleague,

On November 28-29, 2023 our community will gather in Naples for its yearly Symposium, an event which many of you know, enjoy and attend regularly since many years.

In the name of HbbTV, I would like to warmly invite you do so again, or for the first time this year.

The annual HbbTV Symposium is a great moment to meet, learn, discuss and explore the key trends of the fascinating space of interactive TV.

And in this 2023 edition, not only will you enjoy the charming and pleasant Mediterranean atmosphere of Naples, but you will also discover a major innovation, where the second day of our Symposium will be an “un-conference”, meaning the discussion topics will be defined on the floor by the audience itself!

So make sure you book your trip, and I look forward to meeting you in Naples!

Vincent Grivet
Chairman of the HbbTV Association

More topics, more conversations, more value The HbbTV unconference day

The agenda for the *second* day of this year’s HbbTV Symposium is entirely in your hands: we will build it together in Naples, based on your questions, problems, experiences and suggestions. Any participant can pitch a session and place it on the agenda. And then, in different rooms throughout the day, you can attend the sessions that are most relevant for you.

While presentations at a traditional conference are often relevant for only a subset of people in the room, and time for questions and discussion can be very limited, at an unconference you have a wider choice of topics and more opportunities to contribute to the conversation.

I’m convinced that this unconference day will bring fresh energy and ideas to the 2023 HbbTV Symposium. I’m greatly looking forward to meeting you in Naples and guiding you through this exciting new approach.

Eoghan O'Sullivan
Unconference Host



Naples Maritime Station

The HbbTV Symposium will take place at the Naples Maritime Station, a modern congress and exhibition centre located in the port area of Naples at the Mediterranean Sea. All details about the 11th HbbTV Symposium and Awards in Naples can be found in our [press release](#).



Attractive Sponsoring Packages

Sponsoring is a key element at the HbbTV Symposium and Awards. For the 11th edition of our annual main event we are offering attractive **Sponsoring Packages** for members and non-members.

Interested companies are encouraged to secure their commercial arrangements quickly as the opportunities are limited, ensuring great visibility for the participating partners. Early bird offers with reduced rates are available until July 20, 2023.

HbbTV 2.0.4 and Application Discovery over Broadband

HbbTV has just placed orders for the unit tests for HbbTV 2.0.4 and for the audio watermark part of the watermark-based targeted advertising found in the most recent version of our 'Application Discovery over Broadband' specification. Delivery of these tests should be completed by the end of 2023.

In an effort to accelerate the maturity of the tests and break the usual chicken-and-egg deadlock, HbbTV has also ordered minimal implementations of the 2.0.4 features to be used for test acceptance. After careful evaluation of the RfP responses by our Supplier Evaluation Working Group, the orders were mostly awarded to Ocean Blue Software with test streams and service lists for DVB-I to be provided by Sofia Digital.



13th HbbTV Association General Assembly

The HbbTV Association's **13th General Assembly** will take place on Monday, July 10, 2023 in Paris, France.

Lunch: 12:00-13:30 CEST

Meeting: 13:30-17:30 CEST

Location: EUTELSAT Paris: 32 Bd Gallieni, 92130 Issy-les-Moulineaux
Paris

HbbTV members can download the agenda as a PDF document [here](#).

Please use the following link to take part in the 13th HbbTV General Assembly, indicating whether you will be attending in person or remotely: [Registration](#)

Please contact us at admin@hbbtv.org if you have any questions.

Latest Press Releases

HbbTV Symposium and Awards 2023 on November 28-29 in Naples

The 11th HbbTV Symposium and Awards will take place on November 28-29, 2023 in Naples, Italy. The annual key summit of the connected TV industry will be co-hosted with Comunicare Digitale, an Italian association for the development of digital television. [More](#)

HbbTV updates Test Suite and DASH DRM Reference Application

The HbbTV Association is pleased to announce the release of updated versions of the HbbTV Test Suite and the DASH DRM Reference Application. The 2023-1 HbbTV Test Suite is the first major release for this year. [More](#)

Voice assistants, accessibility features, DVB-I: HbbTV releases new version of core specification

The HbbTV Association is pleased to announce the publication of version 2.0.4 of its core specification. The three main highlights of the new version are the integration with voice assistants, with accessibility features and with the new DVB-I standard. [More](#)

HbbTV in the International Media

HbbTV takes off in Poland

The number of homes in Poland with an active HbbTV connection has now passed 1.3 million.

(*Broadband TV News*) [More](#)

HbbTV adds DVB-I integration

An update to the HbbTV specification for hybrid broadcast broadband television adds support for DVB-I, the DVB standard for service discovery and programme metadata. (*informitv*) [More](#)

LG integrates HD+ into smart TVs via HbbTV

The buyers of LG smart TVs of the model year 2023 will be able to receive German DTH satellite TV platform HD+ without additional hardware. (*Broadband TV News*) [More](#)

Analysis: HbbTV – Setting the Standard for a Hybrid TV World

The HbbTV standard plays a major role in addressable TV advertising efforts in several European markets, but in the UK it's yet to see much use in advertising. (*Videoweeek*) [More](#)

rbb launches new HbbTV service 'Xplore'

Rundfunk Berlin-Brandenburg (rbb), the regional affiliate of German public broadcaster ARD serving federal states Berlin and Brandenburg, will accompany the crime series Polizeiruf 110 with the new HbbTV application 'Xplore' on October 27, 2022 for the first time. (*Broadband TV News*) [More](#)

This newsletter is published by the HbbTV Association.

Contact HbbTV Association:

Angelo Pettazzi

Chair HbbTV Marketing and Education Working Group (MEWG)

email: angelo.pettazzi@kineton.it

Tel: +39.335.7614.596