



The State of the (HbbTV) Nation



- I. Our environment
- II. Some Highlights of 2023 at HbbTV
- III. Looking forward : what to expect in 2024, and may be beyond

I. Our Environment

(major trends abundantly proven in the past and still shaping our environment)

1. Watching TV is important (and still growing), and the big screen is the preferred screen
2. TV watching is changing, with always more and more streaming
3. Still linear / broadcast TV is not dead and remains bigger than streaming in usage and in value
4. Streaming is changing, and leans towards classical TV; linear + ad-funded
5. Streaming is not without raising environmental & economic questions
6. Aspiration of markets for openness , avoiding closed gatekeeping situations

Entering a Streaming / Broadcast co-leadership

An Hybrid world

2023 Focus 1 : Broadcaster accelerate in OTT and D2C for TV screens



CONNECTED TV

UK Broadcasters Announce 'Freely', a Joint CTV Service

Tim Cross 18 September, 2023

The BBC, ITV, Channel 4, and Channel 5 have



TF1 annonce son M
français et 100 % gratuit,
voici ce qu'il faut savoir sur
TF1+

© 13 novembre 2023 à 15:45



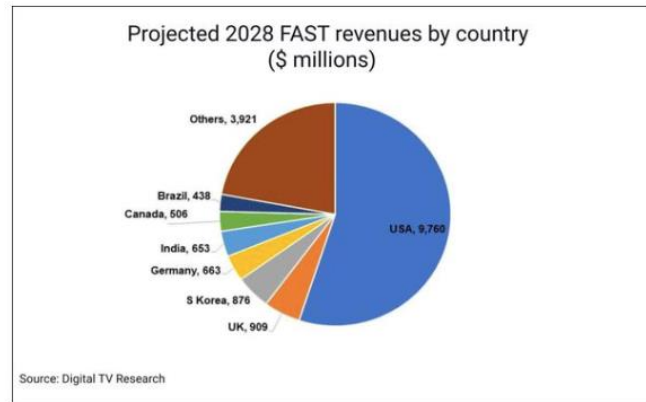
... etc.

2023 Focus 2 : the opportunity (and need) for addressable advertising in linear



Global FAST Ad Revenue To Triple, To \$18B, By 2028

by Karlene Lukovitz @KLmarketdaily, July 5, 2023



A key driver for TF1+ new OTT app is to get a 15€ CPM vs a 5 € CPM from linear inventory (press comments)



RTL Germany Q1 23 vs Q4 22
- 16.5% linear
+15.6% digital
(press report)

2023 Focus 3: the desire to avoid gatekeeping situations

Press release | 6 September 2023 | Brussels

Digital Markets Act: Commission designates six gatekeepers

The European Commission has today designated, for the first time, six **gatekeepers** - **Alphabet, Amazon, Apple, ByteDance, Meta, Microsoft** - under the [Digital Markets](#)

NEWS ANALYSIS

Apple gets ready for app sideloading in Europe

"The company expects to make further business changes in the future, including as a result of legislative initiatives impacting the App Store," says Apple, "such as the European Union ("EU") Digital Markets Act, which the Company is required to comply with by March 2024."



 **GOV.UK**

Policy paper

Up next - the government's vision for the broadcasting sector

Updated 29 April 2022

More than ever, HbbTV is the technology to navigate this new world of TV

- Friendly and natural path for streaming & OTT extensions of Broadcast
- All TV brands & all networks with one app
- Opens the road to higher CPMs of addressable advertising in linear
- Open standard aligns with market aspirations for open ecosystems: an organized “side-loading” option
- Keep the (green) broadcast option alive and leverage legacy broadcast positions

II. Some Highlights of 2023 at HbbTV

2.0.4 : March 2023

March 14, 2023

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



OpApp Update : November 2023

November 24, 2023

HbbTV updates Operator Application specification



Tests & Interoperability



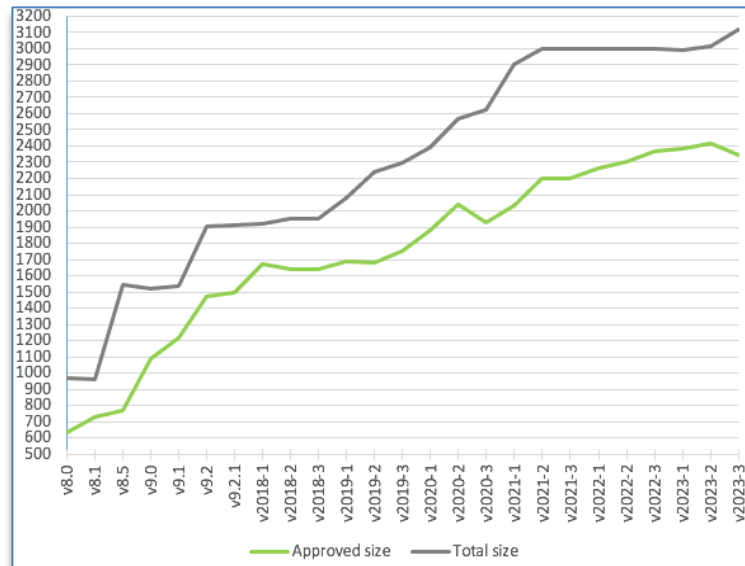
Ref App Update : April 2023

April 24, 2023

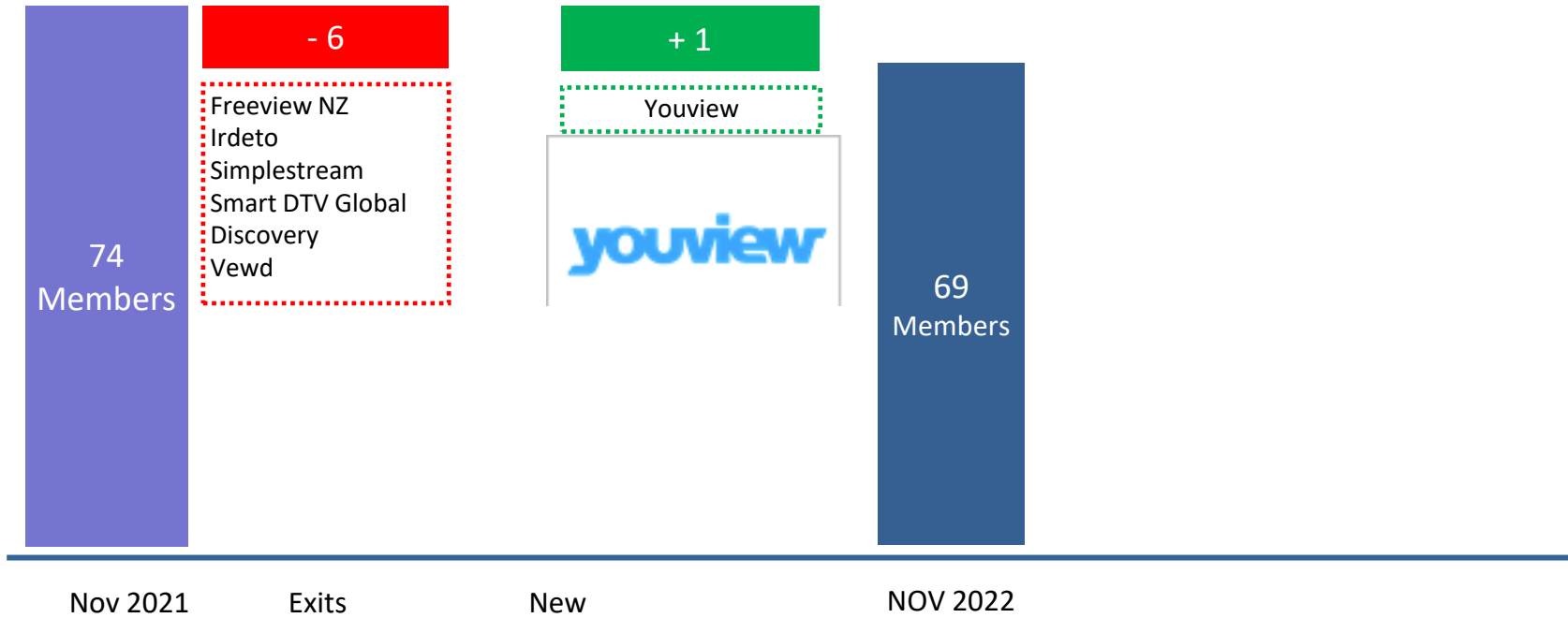
HbbTV updates Test Suite and DASH DRM Reference Application



Test Suite 2023-3 : April 2023



Our Membership in 2023



Re-starting the HbbTV Plugfests



London February 2023

HbbTV Interoperability Workshop 2023



Berlin June 2023



Kineton-HbbTV Plugfest, Testing Event and Testing Group Meeting
Naples, 2nd to 6th October, 2023, Kineton Headquarter



Naples October
2023

2 Study Missions Groups to improve HbbTV

e-Zoo SMG

Helping HbbTV app developers
to find and access TV sets to
test their apps

International Alignment SMG

towards a truly pan-European
HbbTV
avoiding national variations

III. Looking forward : what to expect in 2024, and may be beyond

Key stakes in 2024



- **Continue the normal operations** : tests, webinars, plugfests
- improving test maintenance
- 2.0.5 requirement capture (vote !)
- 2.0.5 production (an publication ?)
- DRM integration
- cooperate with US stakeholders on tests ? (DRM, WM)
- SG election July GA 18/19

- The world of TV remains a dynamic and attractive one
- Continues to change, with more streaming
- definitely hybrid
 - streaming and BC
 - linear and NL
- and reaching a balanced co-leadership of classical broadcast TV and OTT streaming TV
- aspiration to openness and to mitigate gatekeeping situations
- **HbbTV specifications very fit to serve these requirements**
- **HbbTV Association continues to deliver specifications and tests meeting the needs of consumers, broadcasters and manufacturers**

get involved !