



## Major milestone HbbTV reaches 100 million homes in Europe

---

**Geneva, 27 March 2025** – The HbbTV standard has reached a significant milestone in 2025 with over 100 million households in Europe now having at least one TV set supporting the technology. This was announced today by the HbbTV Association, based on market estimates by research company Dataxis.

The number of HbbTV households will continue to rise, reaching 108 million by the end of 2025, up from 97 million in 2024, according to Dataxis' market forecast. Looking further ahead, the company predicts the total to surpass 120 million in 2026, demonstrating the widespread adoption and growing importance of HbbTV in the evolving television landscape. These figures exclude Russia and Turkey.

"Reaching 100 million homes with HbbTV-compliant TV sets in Europe is a testament to the strength and relevance of the open HbbTV standard. This achievement underscores the entire industry's commitment to delivering innovative TV services to consumers in a harmonised manner. The mature, stable and proven standard offers broadcasters, advertisers and technology providers new opportunities in the connected TV ecosystem. We look forward to seeing further growth and adoption," said Vincent Grivet, Chair of the HbbTV Association.

The rapid adoption of HbbTV is reflected in past and projected figures. In 2020, there were 60 million HbbTV households in Europe, accounting for 25.9% penetration out of 231 million total households. By 2024, penetration rose to 41.3%, with 97 million HbbTV households out of 236 million total households. This year, penetration is expected to reach 45.8%, and by 2026, the milestone of 50% penetration will be surpassed, with 120 million households anticipated to have HbbTV-compliant TV sets.

The HbbTV standard, which is supported by all major TV manufacturers, has been playing a crucial role in enhancing the TV viewing experience by enabling content discovery, interactive services, hybrid content delivery and improved accessibility since its introduction in 2010. As the market continues to expand, broadcasters, platform operators and content providers are increasingly leveraging HbbTV to offer enhanced viewer engagement, addressable advertising and enriched content experiences.

### **About the HbbTV Association**

Hybrid broadcast broadband TV (or "HbbTV") is a global initiative developing a specification enabling the delivery of advanced and interactive TV and entertainment services to consumers through a combined use of both broadcast and broadband networks. The HbbTV specification is developed by industry leaders to improve the video experience of consumers on connected TV sets, set-top boxes



and multiscreen devices. The HbbTV specification uses elements of existing specifications from other standards including OIPIF, CEA, DVB, MPEG-DASH and W3C. With the incorporation of activities from the Open IPTV Forum (OIPIF) in 2014 and Smart TV Alliance in 2016, HbbTV is able to address service providers and technology suppliers for IPTV services as well as the combined scope of broadcast and over-the-top (OTT) services.

HbbTV is organised as a non-profit association registered in Switzerland and has around 80 members which include all global TV manufacturers, the large European broadcasters and TV platforms as well as a vast array of global technology and chipset vendors. More information: [www.hbbtv.org](http://www.hbbtv.org)

**Contact HbbTV Association**

HbbTV MarCom

[communications@hbbtv.org](mailto:communications@hbbtv.org)