

## HbbTV Awards 2025 open for entries

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**Geneva, 9 September 2025** – The HbbTV Association, a global initiative dedicated to providing open standards for the delivery of advanced interactive TV services through broadcast and broadband networks for connected TV sets and set-top boxes, **is pleased to invite entries for this year's HbbTV Awards.**

The contest will take place as part of the [13th HbbTV Symposium and Awards](#) on **12-13 November in Istanbul**, jointly hosted by the HbbTV Association and TVekstra, a leading Turkish service provider specialising in addressable TV advertising solutions. The HbbTV Awards will be held for the eighth time, showcasing and celebrating best practice and excellence in the HbbTV community.

The providers of HbbTV applications and services are welcome to submit their entries through this [online form](#); the website also details the terms and conditions of the free competition.

The categories for the **HbbTV Awards 2025** are:

- **Best Advertising Innovation Using HbbTV**
- **Best Tool or Product for HbbTV Service Development or Delivery**
- **Best HbbTV Technology Innovation**
- **Best Use of HbbTV for Content Discovery**
- **Best Accessibility Solution in an HbbTV Service**
- **Judges' Award: "HbbTV Newcomer of the Year"**

**A company may enter as many submissions as they like in up to two categories.** Each submission will require a separate form to be completed. The awards are free to enter. Entries will be judged on their execution, impact and innovation.

The closing date for submissions is **30 September 2025**. A shortlist of finalists will be put forward to a panel of industry experts who will select the winners. The finalists will be announced by 31 October 2025.

"The HbbTV Awards 2025 will provide an outstanding platform to highlight the most innovative and successful services and applications built on the HbbTV specifications. The great interest we already see both in Europe and in MENA and Asian markets further demonstrates the Awards' international recognition as the connected TV industry's benchmark for excellence. I would like to strongly encourage all market players to submit their entries and compete for the industry's most prestigious honour at this year's HbbTV Symposium in Istanbul," said Vincent Grivet, Chair of the HbbTV Association.

The prizes will be awarded at a glamorous ceremony on 12 November as part of the HbbTV Symposium and Awards 2025. All finalists are invited to attend the awards celebration.

The winners of the seventh HbbTV Awards, held in 2024 in London, UK, include Mediaset España (MFE-MediaForEurope), Addressable TV Initiative (RTL Television/Seven.One Entertainment Group), Everyone TV (BBC/ITV/Channel 4/Channel 5) and YouView.

The Symposium targets a wide-ranging audience, including platform operators, broadcasters, advertisers, adtech companies, standards bodies, and technology vendors. This year's focus will be on monetisation strategies enabled by HbbTV, particularly in the areas of addressable advertising, innovative revenue-generation methods, and business expansion opportunities, driven by standards and specifications such as the HbbTV Operator Application, HbbTV-TA, and DVB-I.

The HbbTV Symposium and Awards 2025 continues the successful two-day format established in previous years. The first day will offer a traditional **conference** setting, featuring keynotes, presentations, panel discussions, and roundtables. Leading industry experts and executives will present, showcase, and discuss the latest developments, innovations, and use cases.

On the second day, the event will adopt an **unconference** format. Attendees will actively shape the agenda, proposing topics and leading breakout discussions in a collaborative and informal environment. This format enables open dialogue and creative exchange, providing a unique opportunity to explore real-world challenges and share practical solutions, whether technical or business related.



This year's edition of the connected TV industry's annual key summit will be hosted at the **Swissôtel The Bosphorus Istanbul**, a five-star hotel offering first-class conference and accommodation facilities with panoramic views over the iconic Bosphorus.

Details on the sponsoring packages at the HbbTV Symposium and Awards 2025 and the preceding preview and demo events can be found in the [Call for Sponsors](#).



### **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 OIPF, CEA, DVB, MPEG-DASH, and W3C. With the incorporation of activities from the Open IPTV Forum (OIPF) 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**

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### **About TVekstra**

TVekstra is a leading provider of addressable TV advertising solutions, enabling broadcasters and advertisers to deliver highly targeted and interactive campaigns through advanced, data-driven technology. With access to over 11.5 million households in Turkey and partnerships across 38 channels in Azerbaijan, TVekstra is rapidly expanding its international presence.

TVekstra's platform simplifies addressable TV by offering comprehensive tools for campaign management, operational workflows, and interactive landing page creation - all supported by demographic, behavioural, and viewing data. Broadcasters also benefit from real-time TV analytics, updated every 30 seconds and presented through an intuitive dashboard for actionable insights.

Trusted by over 60 channels in Turkey, 150+ agencies, and 750+ leading brands, TVekstra executes more than 2,000 campaigns annually. TVekstra's award-winning innovations - recognised with 20+ national and international honors - have solidified its position at the forefront of connected TV advertising.

TVekstra is dedicated to advancing the future of television by supporting HbbTV portals, electronic program guides (EPGs), and a range of broadcaster services. Our mission is to help clients maximise the impact of their advertising strategies in today's dynamic digital landscape.

### **Contact TVekstra**

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