

Shortlists for HbbTV Awards 2025 announced

Geneva, 28 October 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 proud to announce the shortlists of entries nominated for the **HbbTV Awards 2025**, showcasing and celebrating excellence in the HbbTV community.

The finalists are (in alphabetical order):

Best Accessibility Solution in an HbbTV Service

- HbbTV Sign Language Access: MFE - Mediaset (Spain)
- Sign language service in HbbTV with WebAssembly: CCMA - 3Cat (Spain)

Best Advertising Innovation Using HbbTV

- Exclusive Incremental Block: Atresmedia Publicidad (Spain)
- Pinar Protein Milk - Bringing the Energy of Volleyball Home: TVekstra (Turkey)
- Terra Pizza Gamification CTV Campaign: TVekstra (Turkey)

Best HbbTV Technology Innovation

- Freely Account Linking: Everyone TV (UK)
- HbbTV Interactive Chat Companion: MFE - Mediaset (Spain)
- Hybrid Enabler: Mediaset Italy - MFE in collaboration with Fincons (Italy)

Best Use of HbbTV for Content Discovery

- AI Agent for HbbTV: CCMA - 3Cat (Spain)
- Freely: Everyone TV (UK)
- tivù la guida: tivù (Italy)

Best Tool or Product for HbbTV Service Development or Delivery

- BCi Digital's Ocelot addressable advertising suite of products, including the Opportune schedule aware ad decisioning service and Otter HbbTV application: BCi Digital (any HbbTV market)
- QR CODE CMP SDK: DIDOMI (Spain)
- Sofia Operator App: Sofia Digital (global, start in MENA)
- ZDF Unified Frontend Framework: ZDF and Qvest (Germany)

There will also be a judges' award for the "HbbTV Newcomer of the Year".

"We are delighted by the strong response to this year's HbbTV Awards, with 29 entries received in total – one of the highest numbers in the competitions' eight-year history. This clearly reflects the growing relevance of HbbTV and the continued innovation taking place across our industry," said Vincent Grivet, Chairman of the HbbTV Association. "The quality and diversity of the submissions are truly fascinating and highly valuable. I am genuinely impressed by the richness of our community and the remarkable projects it delivers. Through this year's entries, I have



discovered inspiring approaches, new skills and new concepts – a very positive and encouraging sign of creativity and momentum within the HbbTV ecosystem.”

The shortlists of finalists will be put forward to an independent jury of industry experts selecting the winners. Details about the jury members can be found [here](#).

The prizes will be awarded at a glamorous ceremony on 12 November as part of the **13th HbbTV Symposium and Awards 2025**, jointly hosted by the HbbTV Association and Turkish addressable TV advertising solutions provider TVekstra on 12-13 November in Istanbul. All finalists are invited to attend the awards ceremony.

Details on the conference programme, speakers, event venue, recommended hotels, sponsors and media partners are available at <https://www.hbbtv.org/13th-hbbtv-symposium-and-awards-2025/>.

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

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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