

## HbbTV unveils jury for HbbTV Awards 2025

---

**Geneva, 6 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 pleased to announce that the jury has been appointed for the HbbTV Awards 2025.**

The jury members are:

- **Ophélie Boucaud**, Dataxis
- **William Cooper**, informitv
- **Merve Eraslanoglu**, TVekstra
- **Vincent Grivet**, HbbTV Association
- **Matthew Huntington**, Huntington Digital Consultants
- **Atila Madakbas**, Admongrel
- **Annamaria Recchia**, Eutelsat
- **Alex Russell**, Everyone TV

“This distinguished jury of top-level industry executives and experts clearly reflects the key role of the HbbTV specifications and the innovative services they enable for leading market players in Europe and worldwide,” said Vincent Grivet, Chairman of the HbbTV Association. “The HbbTV Awards 2025 will once again provide an outstanding platform to showcase the creativity and excellence of HbbTV-based solutions, offering a compelling TV experience as well as strong advertising and monetisation opportunities. We are delighted about the great interest already coming from Europe, MENA and Asia, underlining the Awards’ status as the connected TV industry’s benchmark for innovation and success.”

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”**

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. **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. Entries will be judged on their execution, impact and innovation.

The closing date for submissions is **10 October 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](#) are held for the eighth time, showcasing and celebrating best practice and excellence in the HbbTV community. The prizes will be awarded at a prestigious ceremony on 12 November as part of the [HbbTV Symposium and Awards 2025](#) in Istanbul, co-hosted with TVekstra, a leading Turkish service provider specialising in addressable TV advertising solutions. All finalists are invited to attend the awards celebration.

#### **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**

HbbTV MarCom

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

#### **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**

[global@tvekstra.com](mailto:global@tvekstra.com)