



HbbTV Symposium 2025 to explore new monetisation models and emerging markets

Geneva, 15 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 unveil the **conference programme and speaker line-up** of the **HbbTV Symposium and Awards 2025**.

The **13th edition** of the annual key summit of the connected TV industry will take place on **12-13 November 2025 in Istanbul**, co-hosted with **TVekstra**, a leading Turkish service provider specialising in addressable TV advertising solutions.

A strong focus of this year's conference will be on innovative **addressable advertising models, business development opportunities** and **monetisation strategies** for broadcasters, platform operators and advertisers. The programme also explores **developments in emerging markets**, including the **MENA, Arab and Asian regions**, where **HbbTV-based services and applications** are gaining increasing traction across broadcast, streaming and smart TV ecosystems.

Conference day: 12 November

The conference day will feature **presentations, panels and roundtables**, opening with keynotes by **Vincent Grivet** (HbbTV Association), **Merve Eraslanoglu** (TVekstra) and **Jon Piesing** (HbbTV Association), updating delegates on the latest developments in the connected TV industry as well as new features in the HbbTV specifications.

A subsequent session on **"Taking HbbTV into New Markets"** will present a global market update by **Ophélie Boucaud (Dataxis)** and an overview of TV operating systems by **Damien de Foucault (ADKEMIX)**, followed by a roundtable discussion with participants including **Mousa Fakher (Eutelsat)** and **Philipp Rotermund (wedotv)**, moderated by journalist **Jörn Krieger**.

The popular **Quickfire Updates** will then showcase the latest technical and service innovations, including contributions from **Naomi Schoppa (Fraunhofer FOKUS)**, **Rafael Bermúdez (3Cat-CCMA)**, **Amelie Jakob (ZDF)**, **Louay Bassbouss (Fraunhofer FOKUS)** and **William Cooper (Service List Registry)**.

In the afternoon, the session **"HbbTV in an IP-centric Future"** will address the growing trend towards broadband-only distribution, featuring presentations by **Matthew Huntington (Huntington Digital Consultants)** and **Jeff Hunter (YouView TV)**, and a



roundtable with **Alex Russell (Everyone TV)**, **Bram Tullemans (EBU)**, **Frank Heineberg (RTL Deutschland)** and **Stefano Braghieri (Mediaset)**, moderated by **Ranjeet Kaur (DTG)**.

The day concludes with the theme **"Making Money with HbbTV"**, exploring how connected TV and addressable advertising can unlock new revenues. Speakers include **Atila Madakbas (Admongrel)**, **Cem Eroğlu (Adform)**, **Nicole Agudo Berbel (Seven.One Entertainment Group)**, **Duygu Badem (Vestel)**, **Erdem Tolon (Kantar Media Turkey)** and **Tuna Gürel (TVekstra)**.

The evening of 12 November will see the **HbbTV Awards 2025** ceremony and reception, celebrating outstanding achievements in HbbTV applications, services and innovation.

Day 2: Unconference

Following the successful debut at the 2023 Symposium, the **second day (13 November)** will again be dedicated to an **unconference**, offering participants the chance to dive deeper into the topics of day 1 or propose new questions and challenges.

The agenda will be created collaboratively in the **Opening Circle**, where attendees can pitch session ideas. Discussions will then take place across several parallel session blocks throughout the day, concluding with a **Closing Circle** to share insights and explore next steps.

Both the conference and the unconference will be hosted by **Eoghan O'Sullivan**, Moderator & Facilitator, ensuring a smooth flow and engaging discussions throughout the two days.

Venue and registration

The event will take place at the **Swissôtel The Bosphorus Istanbul**, a five-star hotel offering first-class conference and accommodation facilities with panoramic views over the iconic Bosphorus.

Further details on the **conference, speakers, sponsors, media partners and the HbbTV Awards as well as the registration form** are available at 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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