

Smart TV and HbbTV Developments in the MENA Market

15 October 2025

Atinc Ogut
VP of Product Management

HbbTV Development in Vestel Smart TVs

2 key triggers

We as Vestel

- Looks for new Smart TV market outside of Europe, which is currently main market
- Has deeply got involved in DVB-I & HbbTV, so as to Eutelsat

Common target we jointly found, which would be



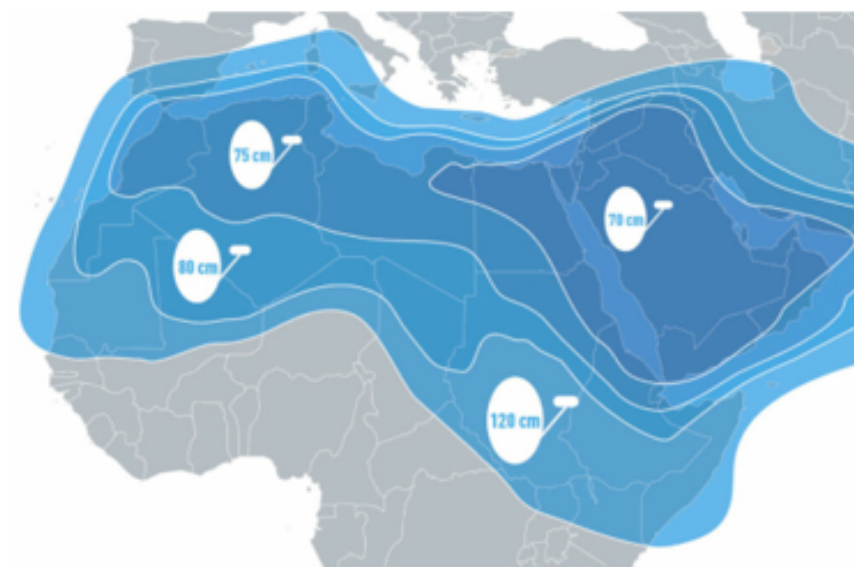
(Internet - connected use case)

HbbTV Development in Vestel Smart TVs



Free to View service

- Already existing service developed by Eutelsat on STB over DTH
- Available for Nilesat where all the popular TV channels are broadcasted in MENA markets
1,200 CHs installed per Category and Genre
- DSMCC enables to distribute Metadata over DTH
such as
CHs list & TV Guide with CH logo in Arabic style
- LCN update available



7/8° West

Eutelsat/Nilesat 7/8° West

SATVFTA PACKAGES



(Non Internet - connected use case)

New Differentiative/Innovative Development in Vestel Smart TV

Our initial idea was just to implement



as one of DVB-I & HbbTV projects.....

However, getting knowing that
Internet connected ratio is far different

UAE : very high

KSA : middle

Egypt : very low like 15% (internet is connected just when Youtube is watched)

Finally,
our Smart TV supports



New Differentiative/Innovative Development in Vestel Smart TV

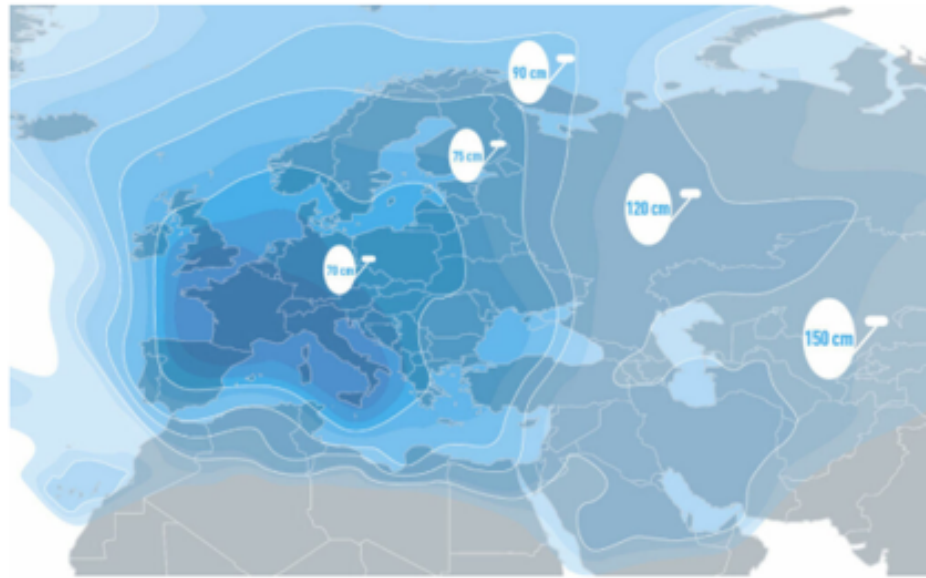





To implement  on Smart TV
referring to **DVB-I** as Service discovery & **HbbTV**

DVB-I discovers service profile per country (MENA),
then HbbTV distributes Metadata of the country

Targeted Advertisement (TA) for Monetization

Not only MENA markets,
also European markets
(Hotbird 13° East)



HOTBIRD 13°E	
Arabesque	
Farsi	
International	
Italia	
Maroc	
Slav	

Service profile
per language

Targeted Advertisement (TA)
for potential monetization

- TA over HbbTV (Sat.TV Connect)
Unfortunately, a Satelitte broadcaster
decided to hold HbbTV TA

Overlaying with L-shape banner, video is
technically possible (HbbTV 1.5)
- TA over DTH (Sat.TV)
New project --- subject to Eutelsat

We'll continue to investigate any
opportunity upon coming HbbTV
Symposium @ Istanbul

Thank you & Teşekkürler