



ZDF- Streaming- Portal

HbbTV Symposium
2025

Partnered with

Qvest



Quickfire Updates

ZDF-Streaming-Portal

Personalized Discovery Meets BigScreen Innovation

HbbTV-Symposium 2025

The all new ZDF

March 2025

BigScreen first approach

From media library to streaming platform

ZDF - Bridging the gap between linear habits and digital possibilities.

The new ZDF

At a glance

- 3 TV channels converge into one platform
- Immersive content discovery
- Best possible performance for every device
- Intuitive & clear structure
- High gloss images & auto-play trailers that spark instant engagement
- Personalized recommendations

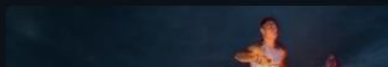


Sport · Kurzfassung · unterhaltsam · 2025 · ZDF

Die Highlights des ersten Spieltags der Champions League, anderem mit Eintracht Frankfurt's Fußball-Gala gegen Galatasaray Istanbul.

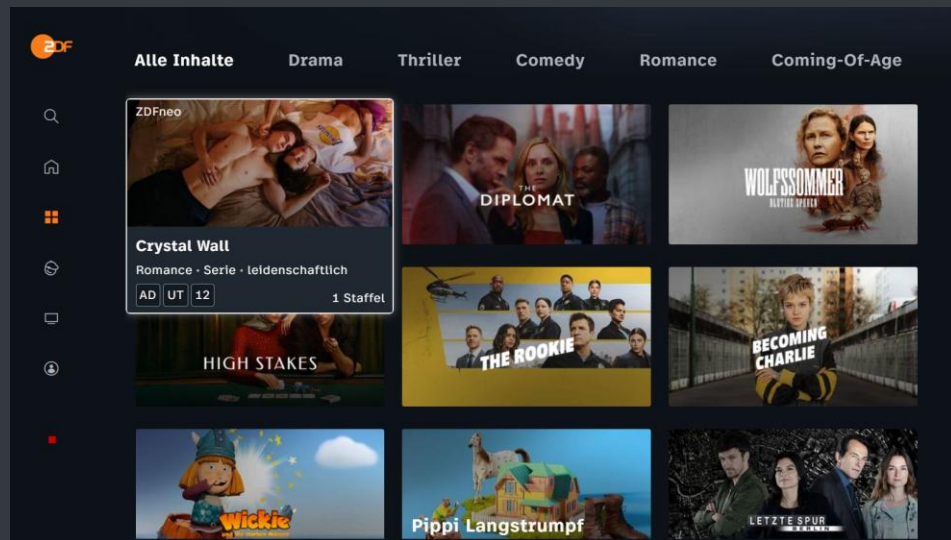
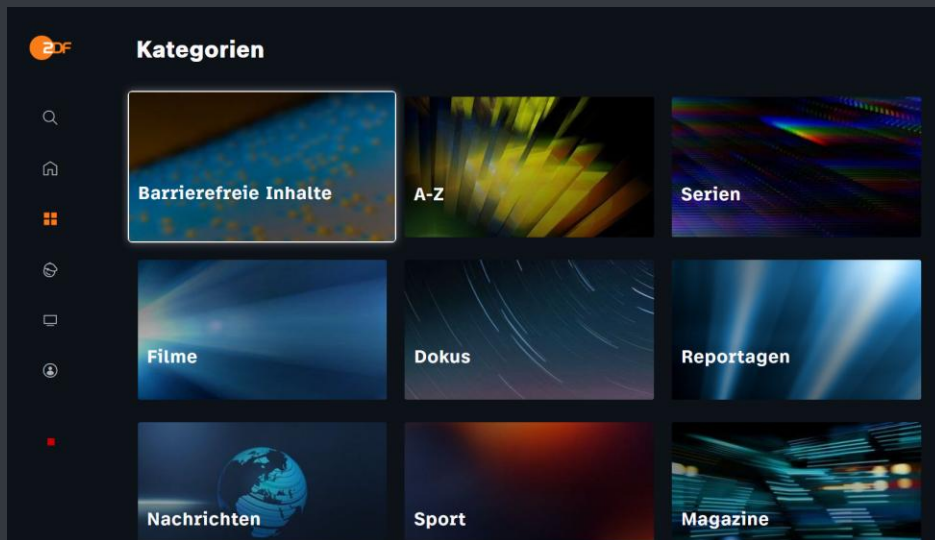


Leichtathletik-WM



The new ZDF

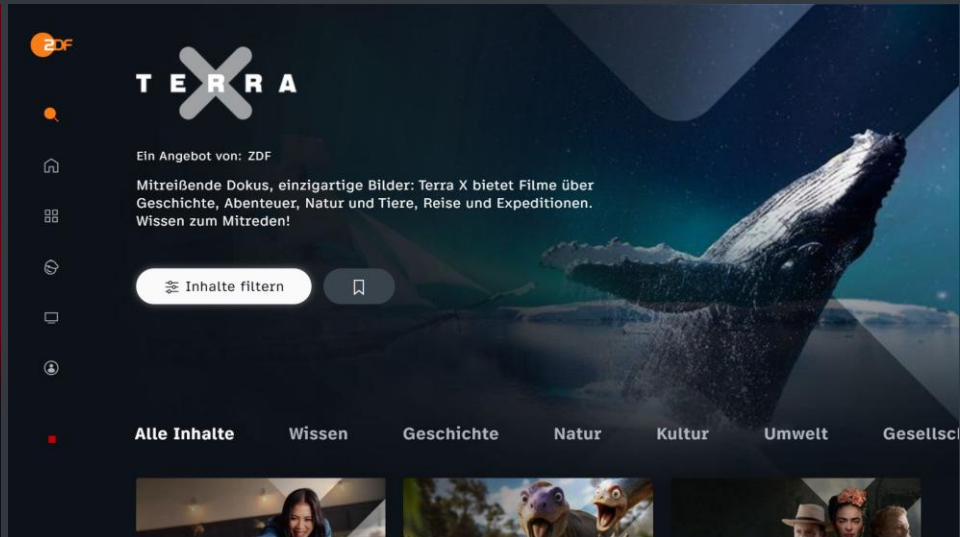
At a glance



Metadata-based, neat and intuitive structure

The new ZDF

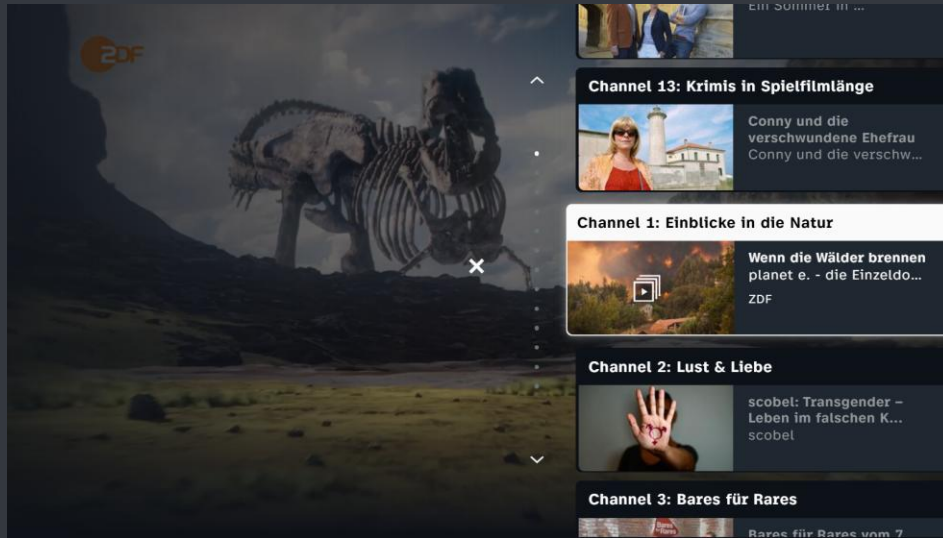
At a glance



Large, inviting visuals, strong brands and metadata for orientation

The new ZDF

At a glance



BigScreen Features: Award-winning Zapping & sustainability settings

The new ZDF

At a glance



Award-winning Highlightplayer & Livestreaming within the app

From media library to streaming platform

Wrap up

- Immersive content discovery through bold visuals, auto-playing trailers, and compelling teaser design
- New metadata-structure, new algorithms, new design
- User-centric & intuitive UX, user-test approved
- One code fits all: approx. 30 platforms based upon the HbbTV application and its code

Thank you for your attention.