13th HbbTV SYMPOSIUM & AWARDS

Istanbul Turkey

HbbTV® **tv** ekstra

12 /13
NOVEMBER
2025

Agenda
Day 1 | 12th November

`09:00-10:00` Registration, Coffee, Networking & Exhibition

OPENING SESSION

`10:00-10:05` **Welcome to the 13th HbbTV Symposium and Awards**
Eoghan O'Sullivan, Moderator & Facilitator

`10:05- 10:25` Sponsors' Elevator Pitches

KEYNOTE SESSION

`10:20-10:45` State of the HbbTV
Nation Vincent Grivet, Chairman, HbbTV Association

`10:45- 11:00` Co-Host Keynote
Merve Eraslanoğlu, CEO, TVekstra

`11:00-11:15` Strengthening Turkey's media landscape
Deniz Güler, Vice President of Radio and Television Supreme Council, RTÜK

`11:15-11:30` Update on the HbbTV specifications
Jon Piesing, Vice-Chairman, HbbTV Association & Chairman, HbbTV Specification Group

`11:30 - 12:00` **Coffee, Networking & Exhibition**

TAKING HBBTV INTO NEW MARKETS

`12:00- 12:15` Global market figures update
Ophélie Boucaud, Principal Analyst, Dataxis

`12:15- 12:30` A global overview of TV operating systems
Damien de Foucault, CEO and Founder, ADKEMIX

`12:30-13:00` **Roundtable: Expanding into new markets with HbbTV**
· Mousa Fakher, Business Development Manager, Video Business Unit, Eutelsat
· Philipp Rotermund, CEO and Co-Founder, wedotv.
· Laurent Werner, Senior Pre-Sales Manager, Didomi
· Moderator: Jörn Krieger, Journalist

QUICKFIRE UPDATES
Briefings on new opportunities enabled by HbbTV specifications

`13:00- 13:30`
· *Assuring provenance and authenticity: Challenges and solutions for HbbTV*
Naomi Schoppa, Research Associate, Fraunhofer FOKUS
· *Sign language on DTT with WebAssembly Decoding in HbbTV*
Rafael Bermúdez, R&D Team Product Owner, 3Cat - CCMA
· *The new ZDF streaming portal*
Amelie Jakob, Product Owner HbbTV, ZDF
· *Advancing HbbTV interoperability: latest developments in the CTA WAVE Streaming Media Test Suite*
Louay Bassbouss, Senior Project Manager R&D, Fraunhofer FOKUS
· *Tracking global adoption of HbbTV with ADB*
William Cooper, Chief Executive, Service List Registry

`13:30 - 15:00` **Lunch, Networking & Exhibition**

HBBTV IN AN IP-CENTRIC FUTURE

`15:00- 15:15` Why HbbTV is needed for broadband only television
Matthew Huntington, Principal Consultant, Huntington Digital Consultants

`15:15- 15:30` A satellite operator's view
Ralph Edeine, Head of Engineering and Technical Solutions, Eutelsat

`15:30- 15:45` Using the HbbTV OpApp to access linear channels distributed over IP
Jeff Hunter, Chief Architect, YouView TV

`15:45- 16:30` **Roundtable: Role of HbbTV in an IP-only future**
· Alex Russell, Controller of Technical Partnerships, Everyone TV
· Bram Tullemans, Senior Programme Manager, Senior Expert Technology & Innovation, EBU

Frank Heineberg, VP Standards and Innovations, RTL Deutschland
· Stefano Braghieri, Innovation/Technical Research Department, Mediaset
· Moderator: Ranjeet Kaur, Programme Director, DTG

`16:30- 17:00` **Coffee, Networking & Exhibition**

MAKING MONEY WITH HBBTV

`17:00 - 17:15` Empowering Broadcasters in MENA: HbbTV Tools Driving Advertising and Revenue Growth
Atila Madakbas, Founder & CEO, Admongrel

`17:15 - 17:30` **Presentation TBA**

`17:30 - 17:45` When linear TV meets digital measurement
Cem Eroğlu, VP Central Turkey, Asia, Middle East & Africa, Adform

`17:45 - 18:25` **Roundtable: Addressable advertising with HbbTV**
· Nicole Agudo Berbel, Managing Director, Seven.One Media & Chief Distribution Officer, Seven.One Entertainment Group
· Duygu Badem Uylukçuoğlu, CMO, Global & GM, Domestic Sales, Vestel
· Erdem Tolon, Deputy General Manager, Kantar Media Turkey
· Tuna Gürel, CRO, TVekstra

`18:25 - 18:30` **Closing remarks:** Invitation to the HbbTV Awards ceremony and to the unconference on day 2

EVENING PROGRAMME

`19:00 - 22:00` **HbbTV Awards 2025 – reception and ceremony**

Agenda
Day 2 | 13th November

`08:00 - 09:00` **Registration, Coffee, Networking & Exhibition**

OPENING CIRCLE

`09:00 - 09:45` Participants are invited to pitch sessions and place them on the agenda. We will collaboratively create the agenda, so that the sessions – held in parallel throughout the day – are relevant and engaging for all.

`09:45- 10:15` **Coffee, Networking & Exhibition**

UNCONFERENCE SESSIONS

`10:15- 11:00` Unconference Sessions – Block #1

`11:00- 11:30` **Coffee, Networking & Exhibition**

`11:30- 12:15` Unconference Sessions – Block #2

`12:15- 13:15` **Lunch, Networking & Exhibition**

`13:15- 14:00` Unconference Sessions – Block #3

`14:00- 14:30` **Coffee, Networking & Exhibition**

`14:30- 15:15` Unconference Sessions – Block #4

`15:15- 15:45` **Coffee, Networking & Exhibition**
Exhibition closes at 15:45

CLOSING CIRCLE

`15:45- 16:30` Plenary session to share insights from the unconference sessions and explore potential next steps.

`16:30- 16:40` Chair's closing remarks; announcement of 2026 co-host and location
Vincent Grivet, Chairman, HbbTV Association

End of 13th HbbTV Symposium and Awards

A FUYI HALL

- CONFERENCE - DAY 1
- CEREMONY AWARDS
- OPENING & CLOSING CIRCLE - DAY 2

B FOYER

- EXPO -AREA
- NETWORKING
- COFFEE - LUNCH - AWARDS' COCKTAIL

1 **BACKSCREEN**

2 **ANIXENET**

3 **MONGREL**

4 **EUTELSAT**

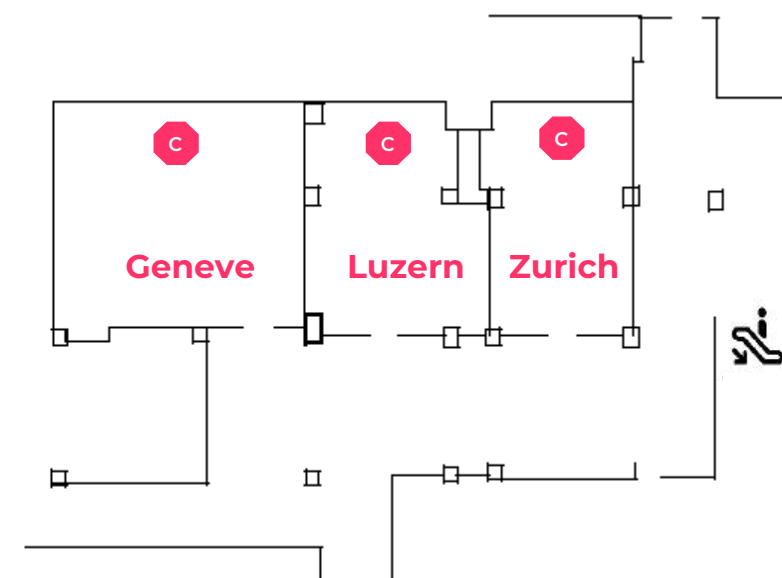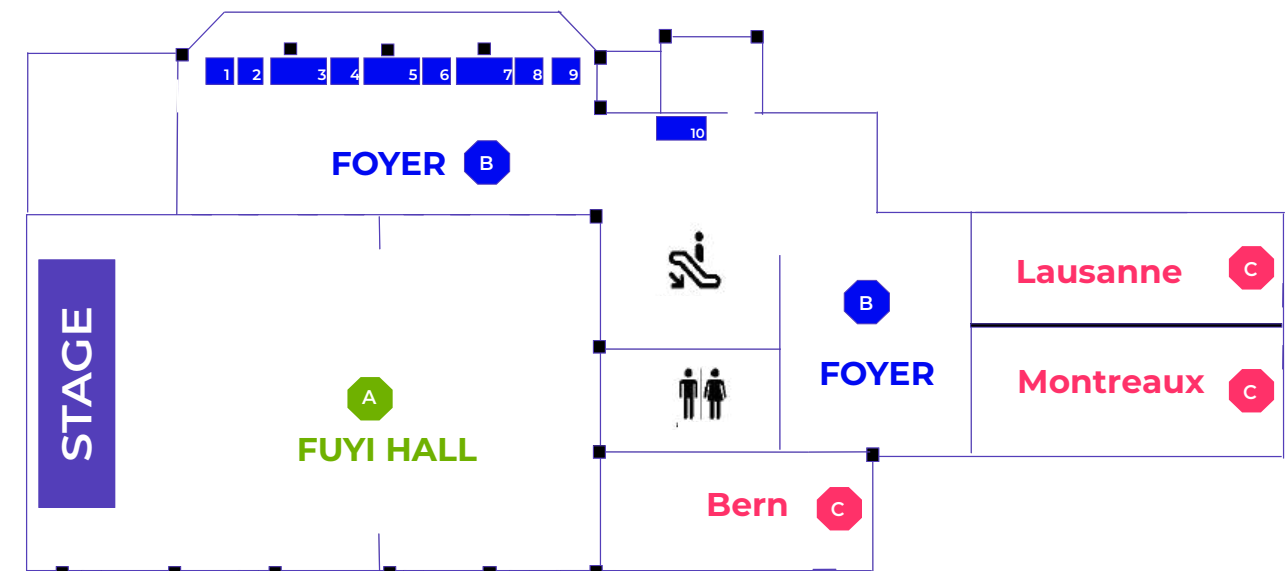5 **TVEKSTRA**

6 **BMT**

7 **TIVU**

8 **DIDOMI**

9 **LIMONCLOUD**

10 **ARCELIK**

C UNCONFERENCE - BREAKOUT ROOMS 5th & 7th FLOOR

- 5th FLOOR - Lausanne - Montreaux - Bern
- 7th FLOOR - Geneve - Luzern -Zurich

5th Floor

FOYER B

Lausanne C

B

FOYER

Montreaux C

STAGE

A
FUYI HALL

Bern C

7th Floor

C

C

C

Geneve   Luzern   Zurich

Floorplan

Sat.tv connect — **EUTELSAT**

EMPOWERING BROADCASTERS WITH SAT.TV CONNECT

ELEVATE YOUR FREE-TO-AIR CONTENT WITH A BRANDED EPG, AUDIENCE ANALYTICS AND MORE! WITH SAT.TV CONNECT, DELIVER A PREMIUM USER EXPERIENCE TO HBBTV-ENABLED SMART TVS.

Find out more at **www.eutelsat.com.**

Sat.tv connect — **EUTELSAT**

ACCESSIBILITY CONVENIENCE AND ENRICHED CONTENT

ELEVATE YOUR SMART TV DEVICES WITH SAT.TV CONNECT! POWERED BY HBBTV AND DVB-I, SAT.TV CONNECT ENRICHES THE SATELLITE UX OF YOUR TV SETS.

Find out more at **www.eutelsat.com.**

EUTELSAT

EMPOWERING BROADCASTERS WITH HBBTV

EUTELSAT IS REDEFINING BROADCAST WITH HBBTV, MERGING SATELLITE REACH WITH BROADBAND INTERACTIVITY TO BOOST YOUR CHANNEL'S IMPACT AND REVENUE— SEAMLESSLY AND AT SCALE

Find out more at **www.eutelsat.com.**

Turning Data into Opportunity

Television is evolving faster than ever — and Admongrel is evolving with it. We stand alongside broadcasters as they navigate this transformation, helping them base their decisions on data rather than instinct.

Our work is driven by our partners' real needs. As broadcasters expand into new digital spaces — from OTT platforms to YouTube and social media — we integrate these channels into a unified analytics and advertising ecosystem. This allows them to see the complete picture: audience behaviour across broadcast, web, and social, all in real time.

With Mongrel.live's analytics and Admongrel.com's programmatic expertise, we help broadcasters measure performance instantly, track audience flow, and align content with the right viewers — building a stronger foundation for the future of television.

And it works. Broadcasters tell us they see measurable growth and higher revenues after implementing our tools — proof that data-driven decisions really do deliver results.

Each new collaboration pushes the boundaries of data-driven broadcasting. We're not just providing tools — we're co-creating solutions that keep our partners ahead in a rapidly changing media landscape.

"At Admongrel, we turn data into opportunity — helping broadcasters connect their content, audiences, and revenue streams across every platform."

BY PINAR ÇETIN   Sales Manager

Engineering the Future of Real-Time Broadcasting

Behind every successful broadcast lies a growing demand for speed and intelligence. At Mongrel.live, that's the challenge we've embraced — building an analytics platform capable of capturing and visualising live broadcast data in real time.
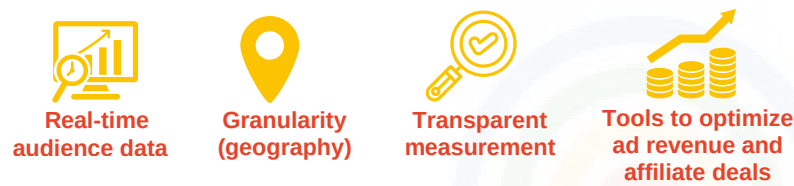
"Our focus has always been on clarity and immediacy," says CTO Kadir Özgür. "We want broadcasters to see what's happening as it happens — not hours later."

The platform's architecture combines performance, scalability, and precision. It integrates seamlessly with programmatic systems, enabling advertisers and networks to make faster, smarter decisions. Working closely with our broadcaster partners, we've designed a system that not only measures audience flow but also links those insights directly to monetisation — helping channels strengthen their core TV advertising while expanding into digital opportunities.

BY KADIR ÖZGÜR   CTO, Mongrel.live

Real-time audience data

Granularity (geography)

Transparent measurement

Tools to optimize ad revenue and affiliate deals

Two Brands. One Vision. Powering the Future of Data-Driven Broadcasting.

From data to decisions, Admongrel and Mongrel.live are redefining how broadcasters and advertisers connect with audiences.

- **Admongrel.com** – Leading the way in programmatic advertising, delivering performance, precision, and measurable results.

- **Mongrel.live** – Providing real-time analytics that empower broadcasters to act instantly and intelligently.

Together, they form a complete ecosystem for modern broadcasting — where every decision is backed by data.

Learn more at admongrel.com and mongrel.live

Building the Future of TV with HbbTV + AI

Television is evolving into a smarter, more interactive, and more measurable medium — and HbbTV is the backbone of that evolution. Each new generation of devices delivers broader HbbTV support and richer capabilities, bringing greater reach, reliability, and safety for viewers, broadcasters, and content owners alike.

We're investing ahead of the curve. By combining HbbTV with our proprietary AI services — real-time personalisation, adaptive content discovery, conversational assistance, predictive engagement, and brand-safe monetisation — we're creating experiences that feel native to the living room and transformational for the business.

For viewers, this means a more intuitive journey: faster access to what they love, smarter recommendations that respect privacy, seamless interactivity during live events, and accessibility features that make TV more inclusive. The result is engagement that doesn't interrupt — it enhances.

For broadcasters and rights holders, it means growth and profitability at once: higher audience acquisition through frictionless onboarding, better retention through AI-driven relevance, and monetisation that spans targeted advertising, premium upsells, shoppable moments, and sponsorable interactions — all measurable end-to-end.

Our architecture is built for scale: standards-first HbbTV applications, privacy-by-design data flows, edge-aware AI to reduce latency, and a measurement stack that closes the loop from impression to outcome. We partner with broadcasters and device ecosystems to ensure performance from day one — and continuous optimisation thereafter.

The destination is clear: a world where viewers enjoy smarter television and broadcasters build sustainable value from every minute of attention. HbbTV is the platform. AI is the engine. Together, we are shaping the next decade of television.

From Data to Decisions: Building the Future of Connected Broadcasting

When we began our journey in 2018 as an R&D collaboration with Digiturk, our mission was to help broadcasters understand their audiences in real time. What started as a small analytics project has since evolved into a platform used by more than 200 television channels, now integrated across seven major satellites and connected to Freeview in the UK.

From the beginning, we've built our business by listening to broadcasters. Every product, feature, and decision has come directly from their needs. As our partners moved toward OTT, YouTube, and social platforms, we evolved with them — integrating these environments into a unified analytics and advertising ecosystem.

We believe monetisation is twofold. In our markets, the major revenue still comes from television advertising. That's why we focus on developing real-time tools that help broadcasters increase their ratings and market share, ensuring they maximise the value of their core business. As they transition into digital environments, we also support them with programmatic ad sales through leading partners such as Google, creating new revenue streams that complement — not replace — traditional advertising.

This dual focus reflects our philosophy: broadcasters' core business remains vital, and technology should amplify, not disrupt, their success.

Our decision to evolve into two specialised units — Mongrel.live for real-time analytics and Admongrel.com for advertising and monetisation — allows us to serve that mission more effectively. Together, they form a connected ecosystem that helps broadcasters grow audience, revenue, and resilience in a rapidly transforming media landscape.

"From Digiturk to Freeview, from one R&D project to hundreds of channels, our journey has always been guided by one principle: we listen to broadcasters and build for their success."
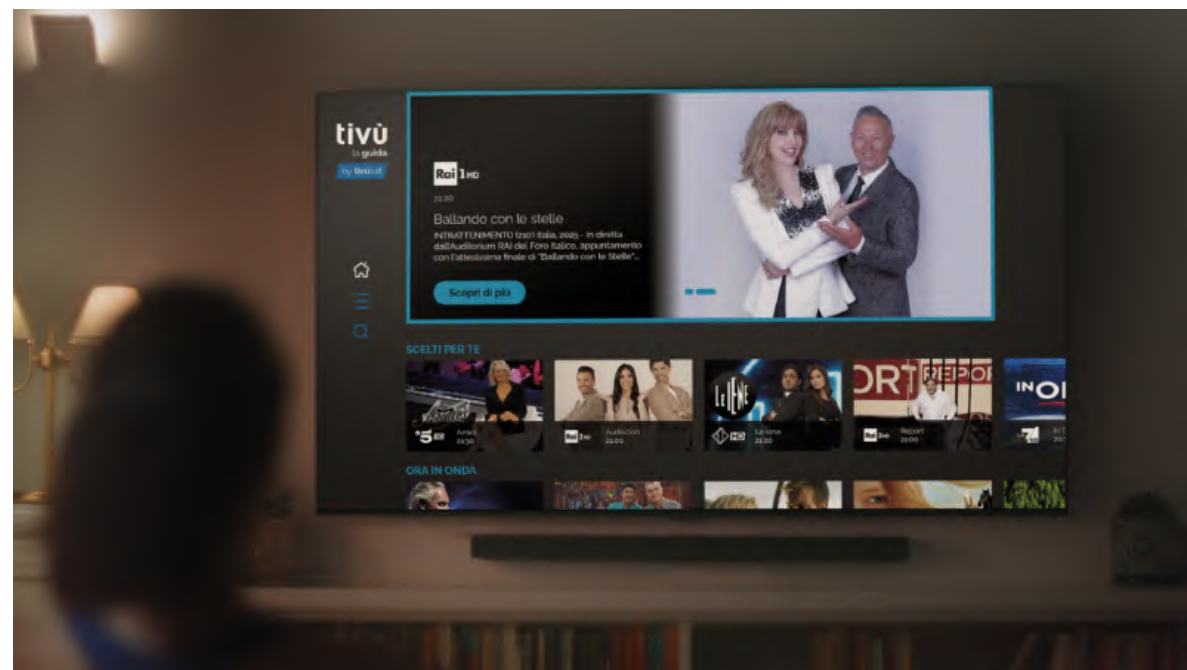
BY ATILA MADAKBAŞ   CEO, Admongrel Group

SCAN ME!

Tivù la Guida: the new application to navigate TV programming

Unlike traditional electronic program guides, "Tivù la Guida" is also an information tool. Each title in the schedule is accompanied by a detailed information sheet, including plot, cast, genre, duration, and target audience. For each program, there are buttons for 'go to channel,' landing on the publisher's website, and sharing on social networks.

On the Home screen, users will find a daily selection of highlights from various channels curated by the Tivù editorial team. Other features include SAT and DTT numbering differentiated by platform and a quick search for content by genre.

The service is already available for all Tivùsat and Digital Terrestrial users with a next-generation TV connected to the network. With a simple remote control button, you can access a universe of content, choose what to watch, and discover something new every day.
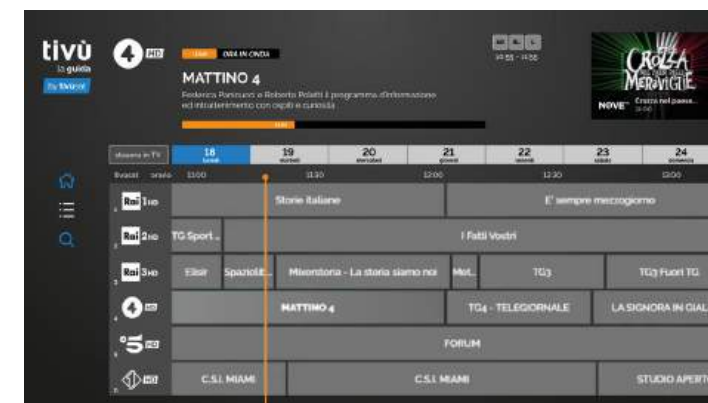
Tivù la Guida watching TV has never been easier.

"Tivù la Guida" is the new interactive application that revolutionizes the way italian users access information about TV programming. Designed for a simple, fast, and intuitive navigation experience, the application allows you to consult the entire week's TV channels, with constantly updated content

Available on channel 500 of Tivùsat and Digital Terrestrial, "Tivù la Guida" is accessible directly just tuning in to channel 500. Users can navigate the programming by time slots and access content and insights on individual programs. The guide is organized into thematic sections designed to facilitate use and meet the needs of every type of viewer.

Italian free satellite TV platform tivùsat has launched a new HbbTV-based EPG available with a lativù-certified smart TV. The label guarantees consumers the ability to access television content across all platforms: digital terrestrial, digital satellite and internet.


Tivù S.r.l., a company participated by Rai, Mediaset, TIM, Associazione TV Locali, and Aeranti Corallo, in 2009 launched Tivùsat, the first free digital satellite platform.

Through an always updated and enriched program guide, Tivù pursues its mission of developing and facilitating access to free Italian TV content broadcast in digital technology.

Since its launch, Tivùsat has offered the EPG service through the website, the mobile app, and the EPG integrated into decoders .

www.tivusat.tv

![Backscreen logo] Backscreen
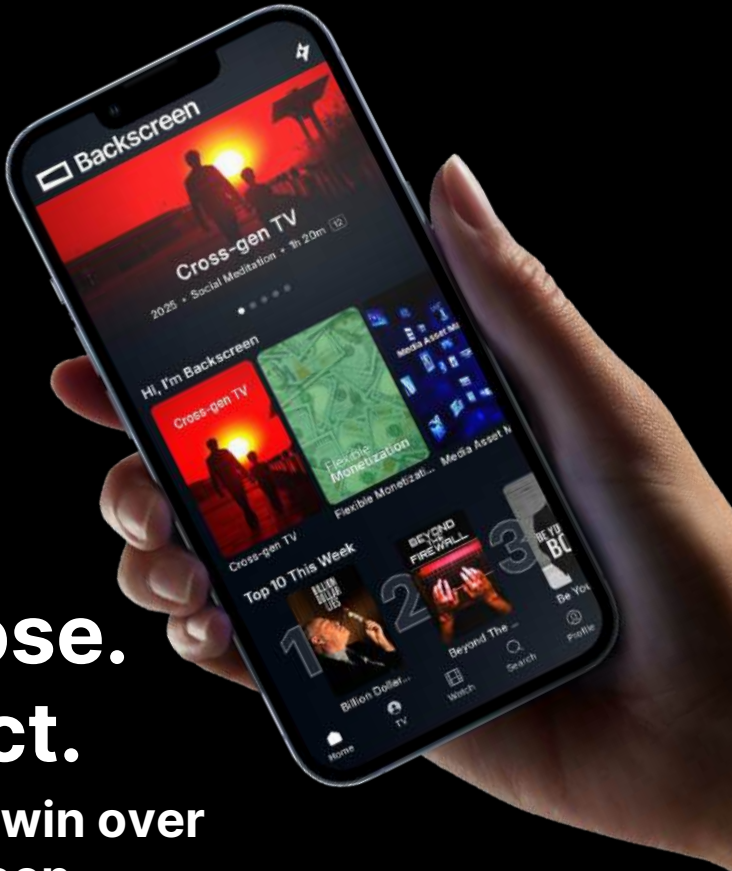
Create with purpose.
Deliver with impact.

Engage every generation and win over Gen Z audience with Backscreen.

Built for broadcasters, operators, publishers, and media brands.

You made it. We make it last.

Backscreen Media

A Media Asset Manager for unified content operations — from one hub, publish to OTT, FAST, broadcast, and web.

🌐 Key features
- Centralized library for VOD, live, and events
- Metadata import, auto image generation, and clipping tools
- Multi-language audio, subs, and fields
- License-aware publishing windows
- Automated workflows and scheduling

🖵 Use it to
- Streamline content pipelines across all endpoints
- Drive OTT, FAST, and linear from one toolset
- Manage rights and localization with precision

Backscreen Stream

A managed video processing backend for broadcasters, operators, and OTT providers. Handles ingest, transcoding, DRM, and global CDN. Built for performance and scale.

🌐 Key features
- Automated multi-profile transcoding (H.264 / H.265 up to 4K/60fps)
- DRM, encryption, and packaging for all devices
- Multi-CDN delivery with seamless switching
- Live ingest via RTMP, SRT, HLS, UDP
- API-first, cloud-agnostic integration

🖵 Use it to
- Expand your CDN capabilities
- Build or extend your video backend
- Power OTT, FAST, or broadcast delivery

Backscreen App

A cross-generational, white-label OTT platform for Smart TVs, mobile, and web. Built to engage every audience, from classic TV audience to mobile-first scrollers.

🌐 Key features
- 3 UX modes: **Live (IPTV/linear), Flix (VOD), Reels (short-form, Gen Z-style)**
- Supports **AVOD, SVOD, TVOD, Free TV**
- Modular SaaS or API-integrated setup
- Future-ready architecture: microservices-based, scalable, cloud-agnostic
- Customer-led roadmap with shared development

🖵 Use it to
- Launch multi-screen streaming with cross-gen UX
- Replace legacy IPTV with modern OTT
- Deploy on hybrid infrastructure — public or private cloud

Build a future-proof OTT platform for every generation.

Book your tailored demo: info@backscreen.com | backscreen.com

You made it.

![Backscreen logo] Backscreen

DIDOMI

Collect consent on your Connected TV environments

ONE TV

We respect your privacy!

We and our partners store and access non-sensitive information from your device, like cookies or a unique device identifier, and process personal data like IP addresses and cookie identifiers, for data processing like displaying personalized ads, measuring preferences of our visitors, etc. You can change your preferences at any time in our Privacy Policy on this website.

Some partners do not ask for your consent to process your data and rely on their legitimate business interest. You can object to those data processing by clicking on "Learn More". With your agreement, we and our partners use cookies or similar technologies to store, access, and process personal data like your visit on this website. You can withdraw your consent or object to data processing based on legitimate interest at any time by clicking on "Learn More" or in our Privacy Policy on this website.

Our Privacy Policy   Our Partners

AGREE & CLOSE

DISAGREE & CLOSE

MANAGE MY CHOICES

DIDOMI PRIVACY MANAGEMENT

COMPATIBLE WITH:

NEW Vega OS · androidtv · tv · firetv · Google TV

NETGEM · whaletv · LG SMART TV · netrange · Hisense

Samsung SMART TV · VIZIO · Firebase · TiVo

With Didomi CMP for Connected Tvs you get:

A Google-certified CMP for CTV

Our CMP is certified by Google for web, app & CTV, ensuring compliance with the July 2025 consent management deadline, for leading privacy OTT and CTV management practices.

Compliance Records

Access consent history and specific consent CTV UI versions agreed to by any user, at any point in time.

Powerful SDKS and API

Integrate with CTV, OTT and Smart TV. Our CMP integrates with leading platforms, including Apple TV and Amazon Fire.

Consent Experts

We provide a tailored implementation considering your business needs, supported by our expert team.

THEY TRUST US

DVB-I EASY

Editor and Aggregator System for DVB-I Service Lists

Cloud-based service or on-premise system
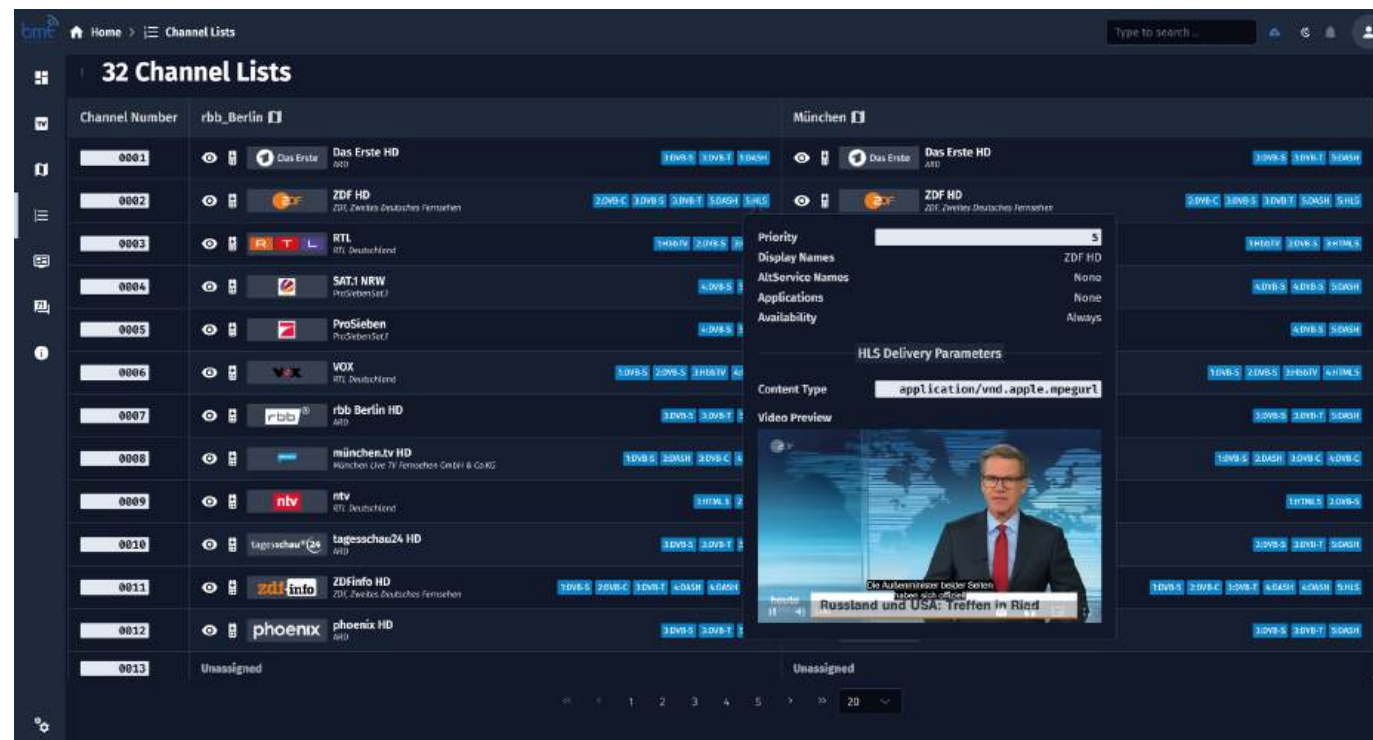with browser-based DVB-I metadata editor

Regionalisation
by postcodes or regions

Data upload
for LCNs, regions and network tuning parameters

REST-API for aggregation
of partial DVB-I service lists

Service list server
for test and live applications

Logic check and versioning
according to latest specification

DVB-I EASY LCN editor with service instance preview

Bayerische Medien Technik GmbH

As a subsidiary of the Bavarian Regulatory Authority for New Media (BLM) and Bayerischer Rundfunk (BR), bmt has been a pioneer in audiovisual media for over 30 years. Specializing in software products (HbbTV, SmartTV apps, DVB-I, TPEG automotive) and services (TV playout, FM transmitter network, frequency measurements), bmt has developed extensive expertise in the media and automotive industry.

Furthermore bmt is leading the DVB-I Project Office Germany and participating in the Task Force DVB-I of the German TV Platform.

.

Cloud-based Service

HbbTV-Rating-Monitor
Analysing tool for programme and media planning

+49 89 451151-11

info@bmt-online.de

bmt-online.de

bmt
Bayerische Medien Technik

Grow your business in Connected TV

Konodrac: Your Big Data TV Experts

Specialising in **advanced data management** for **measurement**, **advertising**, and **recommendation**, we excel in SmartTV, addressable TV, and advanced TV technologies.

With a focus on digital transformation, we automate workflows, enabling businesses in the broadcast sector to *enhance customer interactions and communication channels through* **Konograma**®, our proprietary platform for seamless integration of intelligent Advanced TV applications.

www.konodrac.com

HbbTV: Grow your business in Connected TV

Konodrac provides all the high-tech digital tools broadcasters need to segment, address, monetize and monitor audience with maximum accuracy

HbbTV Solutions:

Connected TV is now smarter, Audience becomes Actionable
A set of flexible solutions for the highest performance of digital advertising for CTV and linear TV

Insights: Know your Audience
Visual tools to help you figure out what exactly your audience cares about

Toolkit: Activate your audience
Activate your audience by providing a first-class user experience

Adserver: Monetize
Earn new revenue from broadcasting
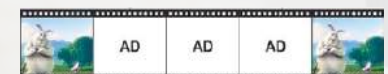
SmartTV Measurement. Measure audiences
Perform trend analysis of your audience in real time

Konograma | Example of Targered advertising

○ Interactive Banners Synchronized

○ Ad Replacement according to the profile of each viewer (Road Map)

youview®

THE SMART BEHIND THE SCREEN

Our smart tech powers the TV experience for customers that include BT, TalkTalk, Sony and EveryoneTV. Effortlessly providing access to favourite shows, must watch sporting events and blockbuster movies in millions of homes.

EE TV   SONY

TalkTalkTV   everyone TV

POWERING FREELY

Combining a cutting edge HbbTV OpApp with our market proven Cloud Platform. Designed to be portable, the solution has already been deployed to a dozen TV brands. Built for the mass audience, it underpins the everyday viewing in more than half a million UK homes.

QUIETLY BRILLIANT, ALWAYS TUNED IN

TV User Interfaces. Device Operating Systems. Scalable Cloud Services. Targeted Advertising. We've got it covered.

Get in touch: info@youview.com

Our Shareholders are some of the biggest names in UK television. And we work with globally leading content providers and key technology suppliers.

BBC   itv   4   5   BT Group   TalkTalk

---

wedotv
FOR YOU FOR FREE

Your One Stop Solutions into FAST, AVOD & Addressable TV

wedotv is a global free OTT Sports and Entertainment Network

Our free streaming app wedotv and our 20 Channels (FAST & FTA) – free to watch, available across all major devices. We reach audiences in key markets like the UK, DACH, Italy, Scandinavia, Benelux, LATAM, USA and MENA. With over 28 million monthly viewers and a technical reach of 200 million households, wedotv delivers a seamless, accessible viewing experience – anytime, anywhere.

over **28MLN** MAU

20 Own Live TV Channels

20K+ On-Demand-Title Available on most platforms

One App globally - across all devices

CONTACT US

tv   iOS   android   androidtv   amazon fireTV

eutelsat GROUP   ASTRA   SAMSUNG   LG   Hisense   HbbTV   COMCAST   Sunrise   ocilion

Speakers and Bios

Eoghan O'Sullivan
Eoghan O'Sullivan is a communications consultant and facilitator, working with the DVB Project, the European Broadcasting Union, the HbbTV Association and others. For more than 25 years, he has been creating content, producing events and engaging stakeholders across diverse communities, mostly in the media domain. His professional focus in recent years has been on transforming conferences and events to make them more interactive, encouraging and supporting his clients to adopt highly participatory approaches like the unconference. He facilitated the HbbTV Symposium's first unconference day in 2023. In 2024, Eoghan moderated both the Symposium conference and unconference and he will repeat that role in 2025. Originally from Ireland (which is the origin of his name, pronounced like "Owen"), he has lived in Switzerland since 2004.

Alexis Ashley
Alexis Ashley has spent her career advancing up the digital television software stack. She started her career working on MPEG-2 encoders, moving on to digital video recorders, and interactive TV. She joined YouView from Cisco in 2013, assisting with the transition from Flash and progressive download video streaming to HTML5 and DASH. She has spent the last two years as Principal Engineer for Media Delivery, which has included working on the Freely project. Her slightly misleading claim to fame is to have a Wi-Fi standard named after her, as she was the vice-chair and technical editor of the IEEE 802.11aa video over Wi-Fi standard. When not working she enjoys nice safe hobbies such as scuba diving, climbing and skiing.
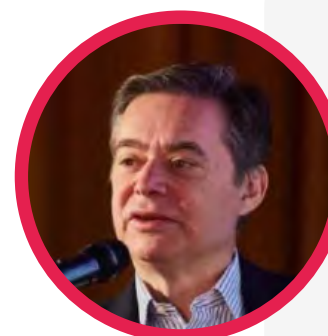
Vincent Grivet
Vincent Grivet is an independent consultant advising broadcast and technology players in Europe and the USA, focusing on strategic and technology alliances, business development and industrial affairs. Since 2018, he serves as Chairman of the HbbTV Association (Geneva) a global initiative dedicated to providing open standards for advanced interactive TV services through broadcast and broadband networks to connected TV sets and set-top boxes. He is a non-executive director at the Board of Netgem (ALNTG.PA), an independent innovator in digital TV, media and gaming services. Prior to this, he held various international marketing, M&A, business development and general management positions at Orange Group and at TDF Group. During its time at TDF, Vincent has been an active DVB contributor and Board Member and a recognised broadcast innovator, initiating specification work and industrial deployment in important forward-looking topics such as addressable TV advertising and mobile broadcasting. Vincent graduated from the prestigious Paris Ecole Polytechnique and Paris Tech Telecom engineering schools and is also an IFA certified company director.

Merve Eraslanoğlu
Merve Eraslanoğlu, the dynamic CEO of TVekstra, brings a wealth of experience to the forefront of the Connected TV (CTV) sector in Turkey, leveraging over 10 years of expertise in mobile marketing. Formerly the Managing Partner at WPP Turkey's Technology Company, Merve excelled in sales, business development, and management.
Her journey began in 2010 at WPP, where she ascended from Senior Account Manager to Managing Partner. Following WPP's acquisition of AMVG in 2014, Merve's company seamlessly integrated into GroupM Mobile. With an illustrious 18-year career that commenced at Bradipo Tourism Agency, Merve's prowess in marketing communications is complemented by a Master's Degree in Management and Organization from the University of Marmara.
As the visionary CEO of TVekstra, Merve has led a transformative seven-year tenure. Teaming up with Murat Atay, she secured investments, fostered remarkable growth, and spearheaded the development of cutting-edge in-house technology. Under her leadership, TVekstra holds exclusive agreements with major media groups, reaching 11.5 million households via 62 channels in Turkey.
Merve's impact extends beyond business; she serves as an industry educator and jury member in prestigious awards in Turkey and Europe. Now CEO, Merve propels the company towards global expansion, embodying resilience, innovation, and an unwavering commitment to progress in the dynamic CTV landscape.

Ophélie Boucaud
Ophélie joined Dataxis' Berlin office in 2020 and has been contributing to media and telecom research with a strong focus on innovations in advertising markets. She is in charge of research and data analysis related to TV, Telecommunications and OTT industries in Europe and Middle-East Africa. She regularly publishes strategic insights on streaming markets, advanced advertising and telecom technologies, and contributes to industry panels addressing these topics.

Jon Piesing
Jon Piesing played a major role facilitating the convergence of the original French and German initiatives which together become HbbTV. He is Vice-Chair of the HbbTV Association and Chair of the Specification Group. He is Chair of the Technical Module of the DVB project and a member of the Steering Board there.
He is a member of the Steering Committee of the CTA Web Application Video Ecosystem (WAVE) project and acting as project manager of their device testing developments. He has been a leading figure in the development of specifications for integration of TV and interactivity for more than twenty years. This has included being the chairman of groups in DVB, the Open IPTV Forum and the UK DTG.
Jon is now Director, Standardisation for TP Vision (who manufacture Philips TVs for Europe and a number of other territories). He has previously held senior positions related to standardisation in several different units of Philips.

Damien de Foucault
Damien de Foucault is a media and technology expert with over 25 years of leadership experience. He began his career in the automotive industry before developing out-of-home audience measurement at Mobimétrie, where he transformed the organization into a joint-stock company. He then led JFC (a Kantar subsidiary) and served as International Marketing Director and EMEA Digital Innovation Lead at Kantar.
From 2017 to 2022, as EVP and General Manager of Adwanted Group, he scaled the company from €1.6M to €15M in revenue and grew the team from 25 to 170. He also served as Vice-President of IREP.
In 2022, he was appointed Managing Director of UDECAM, where he launched France's first media carbon footprint calculator. Since 2024, he has been advising tech and media companies. A graduate of EBS Paris and HEC Paris (Finance for Leaders), he also mentors young professionals and served 12 years as a municipal councillor in Neuilly-sur-Seine.

Mousa Fakher
Mousa Fakher is a Business Development Manager in the Video Business Unit of Eutelsat, with a dedicated focus on the MENA region, and has developed deep expertise in shaping innovative strategies over his 15 years of experience in satellite broadcasting. In his current role, he is responsible for the introduction of new video services, building go-to-market strategies, and designing sustainable business models.
His current work centers on enabling the launch of new content onto satellite platforms, while driving the distribution of streaming-originated content and advancing the hybridization of satellite video services.

Philipp Rotermund
Philipp Rotermund is the CEO and Co-Founder of wedotv, a leading provider of AVoD and FAST TV services, where he oversees revenue generation, technical innovation, and global distribution strategies. With more than 20 years in digital entertainment, he has established himself as a pioneer, championing nontraditional methods for delivering content and driving the transition to streaming and ad-supported models.
In 2018, Rotermund founded Video Solutions AG, launching the Watch4 AVoD platform in Germany, Austria, and Switzerland. He expanded the portfolio with W4Free in the UK the following year. Both platforms were consolidated under the wedotv brand in 2022, significantly scaling the company's reach.
Alongside AVoD, Rotermund entered the FAST channel market, launching wedo big movies in 2020 and wedotv Big Stories in 2021, then expanding operations into Italy in 2023 and into Asia in 2025. wedotv became a global free streaming entertainment network and is now reaching millions monthly, providing curated free films, TV, and sports across devices and regions.
Before wedotv, Rotermund held leadership roles in business development, marketing, and sales within the media, film, IPTV, sports, and online video sectors, building strong partnerships with major media companies and growing VoD platforms and TV offerings across Europe. His long-standing expertise and strategic vision have positioned wedotv at the forefront of entertainment innovation, delivering broad and diverse content to a global audience

Laurent Werner
Laurent Werner is a seasoned professional with 15 years of global experience, including a decade spent bridging people to business through infrastructure and cybersecurity. He has supported telecom operators, service providers, and government agencies across multiple countries, delivering scalable and reliable network solutions – from rolling out 4G deployments to launching virtualized 5G services.
For the past 4 years, Laurent has been helping businesses at Didomi turn privacy into a strategic advantage.
Laurent combines deep technical expertise with a sharp business mindset, making complex topics both accessible and actionable.

Dr Jörn Krieger
Dr Jörn Krieger has been working as a freelance journalist since 1990, specializing in cable, satellite, broadband and multimedia.
The media expert, who studied German and journalism at the Otto-Friedrich University of Bamberg, writes for German and English-language trade journals and online publications such as Broadband TV News, Cable!vision Europe, Tendenz, Radio-Kurier and Radioszene.de.
In 2004, he founded industry publication Medienbote, which he ran as editor-in-chief and publisher until 2010.
Jörn's portfolio is rounded off by articles in specialist books, teaching at universities, leading seminars and workshops and moderating panels at media conferences.
company towards global expansion, embodying resilience, innovation, and an unwavering commitment to progress in the dynamic CTV landscape.

Naomi Schoppa

M.Sc. Naomi Schoppa is a Research Associate at the business unit Future Applications and Media of the Fraunhofer Institute for Open Communication Systems (FOKUS).
She specializes in the research on Provenance and Authenticity, addressing the origins and reliability of information in digital content.
In addition, she conducts research and development in the field of technology-enhanced learning, including interoperable infrastructures and authorization concepts

Rafael Bermúdez Guijo

Rafael Bermúdez is a product owner for the technological research team at CCMA.
He holds a degree in Telecommunications Engineering from UPC, as well as master's degrees in Cybersecurity and Open-Source Software from UOC.
His professional career has been entirely within the CCMA, where he has participated in a wide range of projects. He has held various roles, such as developer, software architect, tech lead, and manager. Since 2022, he has been leading the technological research team.

Amelie Jakob

Amelie Jakob is Product Owner of the ZDF's HbbTV application. After studying media studies and German language and literature, she initially worked at a digital agency and a media company before moving to ZDF as a digital project manager.
As PO, now she is responsible for the strategic development of the HbbTV app and the manufacturer portals based on it.
Amelie Jakob is also part of ZDF's sustainability team, where she focuses on green streaming.

Dr Louay Bassbouss

Dr Louay Bassbouss is a researcher and Senior Project Manager R&D in the Future Applications and Media (FAME) business unit at the Fraunhofer Institute for Open Communication Systems (FOKUS).
He works on future web applications, multimedia technologies and standards, media streaming over 5G, and technologies that enable Metaverse experiences across different devices and platforms.
Louay actively participates in various standardization groups in W3C, HbbTV and CTA. He is the co-chair of the W3C Second Screen Working and Community Groups and actively contributes to various testing activities in HbbTV and CTA WAVE.
Louay is also a lecturer at the Technical University of Berlin (TU Berlin) in the field of open distributed systems and advanced media technologies.

Dr William Cooper

As Chief Executive of the Service List Registry, William is responsible for the platform proposition and service management.
William has worked with many media and technology companies, from start-up operations to major corporations. A respected thought leader, he has also published several industry reports and chaired and presented at numerous international conferences, including IBC, NAB, DVB and SMPTE. He is editor of the weekly informitv Connected Vision newsletter, which has thousands of subscribers worldwide. He has written millions of words on the field and helped to deliver many millions of pounds in value to clients. He is also a regular judge of industry awards. With over two decades of consultancy engagements in broadcast and broadband convergence, William has a wealth of valuable expertise in the sector, based on practical experience of delivering high-profile services, ground-breaking innovation, and an appreciation of how users engage with media services. He is accomplished in the delivery of complex software systems and projects.
William was previously Head of New Media Operations and Head of Interactive Operations at the BBC. He was operationally responsible for online publishing and interactive television, launching services across multiple channels and platforms.
William has a PhD in Communications from the University of Leeds.

Matthew Huntington

Matthew Huntington is an experienced technology and product leader with over 30 years of expertise in deploying digital solutions. Throughout his career, he has been at the forefront of digital video innovation and the development of user experiences that shape how audiences interact with technology.
Matthew excels at defining and delivering product and technical strategies that balance long-term strategic goals with tangible short-term results. He is deeply committed to enabling the success of the teams around him through clear vision, open communication, and empowerment. Known for his ability to make complex technology understandable and its business value clear, he ensures that all stakeholders are engaged and aligned. Over his career, he has held senior leadership roles at multiple organizations including Arqiva, Freesat, and Nagra, where he led complex programs, defined strategic roadmaps, and delivered technology platforms at scale.
Passionate about innovation, Matthew believes that great user experiences must be simple, understandable, predictable, practical, robust, and delightful. He thrives on harnessing technological evolution to create such simplicity and is energized by the continuous transformation required of products, services, and organizations to seize new opportunities.
Over his career, he has held senior leadership roles at multiple organizations including Arqiva, Freesat, and Nagra, where he led complex programs, defined strategic roadmaps, and delivered technology platforms at scale.
Passionate about innovation, Matthew believes that great user experiences must be simple, understandable, predictable, practical, robust, and delightful. He thrives on harnessing technological evolution to create such simplicity and is energized by the continuous transformation required of products, services, and organizations to seize new opportunities.

Jeff Hunter

As Chief Architect at YouView TV, Jeff oversees the design and specification of the Technical Architecture that underpins the YouView eco-system, as well as looking after Content Partner Engineering and Platform Security. Helping to deliver solutions at scale for customers including British Telecom, TalkTalk, Sony and Everyone TV.
Prior to this, Jeff spent over two decades at the BBC, working on a range projects relating to broadcast and online media production and delivery, having joined the Corporation after graduating from Cambridge University. This included contributing to the launch of Freesat, Freeview and BBC iPlayer, whilst participating in the development of UK and international standards within DVB, MPEG, ETSI and the DTG.

Ralph Edeine
Ralph Edeine leads the technical activities at FRANSAT, the French DTH platform operator, and Sat.tv, a service delivering a seamless Free-to-Air TV experience across the EMEA market. He spearheaded the launch of the Sat.tv Connect service, built on DVB-I and HbbTV standards, enabling access to hundreds of channels and a continuously updated 7-day Electronic Programme Guide that simplifies and enhances satellite TV navigation. Ralph is also deeply involved in driving the evolution of broadcast technologies. He currently chairs the DVB Home Broadcast Commercial Module and contributes to several strategic industry initiatives, including the French Forum Audiovisuel Numérique HbbTV Requirements Group and the FreeTV Alliance Technical Taskforce. Promoting open standards and hybrid TV innovation, he plays a key role in enabling future-ready viewing experiences for consumers.

Alex Russell
Alex works for Everyone TV (ETV) as the Controller of Technical Partnerships. He manages the technical relationships with ETV's manufacturing, OS and Broadcaster partners and has been heavily involved in the launch of Freely and the Freeview Play TV platforms bringing the connected TV experience to millions of viewers.
Alex is also responsible for the end-to-end testing of the Freely and Freeview Play services through to TV devices together with the conformance and assurance required for devices to be branded 'Freeview Play' and 'Freely'.

Bram Tullemans
Bram Tullemans is a senior expert and program manager of the European Broadcasting Union (EBU) Technology & Innovation. He leads technical and business programs in the domain of internet distribution.
In this role he coordinates knowledge exchange related to media convergence, TV-Platforms, CDNs and distribution architectures between specialists within the union and the industry. Before the EBU Bram worked as senior policy advisor at the NPO, was director/producer at IDG Communications, worked as journalist and wrote a book about digital video. He studied at the University of Amsterdam and Liverpool in the fields of Philosophy, Television & New Media and Computer Science.

Frank Heineberg
Frank Heineberg works for RTL Deutschland, as VP Standards and Innovations. Since 1991, he has held various positions, including Head of Audio/Video Engineering at CBC / RTL. Frank is working on new technology distribution projects, such as DVB-I and Addressable TV. Frank represents RTL in standardization bodies, he is member of the HbbTV Steering Group and the DVB Steering Board.
Within the German TV Platform, Frank is Chair of the Media-over-IP Working Group and Co-Chair of the DVB-I Task Force and is thus involved in the transformation of media content distribution via hybrid and converging infrastructures and the associated technical issues.

Stefano Braghieri
Stefano Braghieri has almost 30 years of experience in broadcast technologies in various capacities, from writing code to standards development and testing.
He has been with Mediaset since 2011, working on support for new technologies and product innovation. Owner of the Mediaset DVB-I PoC since 2020.

Ranjeet Kaur
Ranjeet is a seasoned expert in digital television technology, with extensive experience across Hybrid and IP distribution networks, TV platforms, and device ecosystems. As Programme Director for the Digital TV Group (DTG) she has led significant projects for Ofcom, Everyone TV, Sky, Roku, Amazon, Google, and all major consumer electronics manufacturers, addressing topics from traditional broadcasting to streaming and targeted advertising. Ranjeet oversees all development and testing operations for DTG Testing and facilitates key national DTG working groups dedicated to UK DTT Hybrid platforms and chairs the DVB-I Implementers Task Force of the DVB Project. Her leadership has played a vital role in the successful launch of major UK TV platforms. Ranjeet and her team continually work to bring new products and services to the UK TV market, including, most recently, Freely testing services and the DTG DVB-I Test Suite

Atila Madakbas
Atila Madakbas is the founder and CEO of Admongrel, bringing more than 25 years of expertise at the intersection of technology and media. Together with his team, he pioneered the first HbbTV deployments in Türkiye, partnering with TRT and numerous other broadcasters.
His work today is split across two core areas: Mongrel.live, which focuses on data services and real-time tools to help broadcasters expand their customer base and improve ratings; and Admongrel.com, which drives innovation in advertising tech, using HbbTV and programmatic models to generate incremental revenue for all linear channels.
Building on this foundation, Atila and his team are now developing new AI-driven services under Whispera.ai, harnessing the rich data from HbbTV and third-party sources to create smarter, more adaptive solutions for the media industry.
Before founding Admongrel, Atila supported the privatization of Turkish Telekom and led early media tech projects in the region, following a role as Director of Service Development at BT in London.

Cem Eroğlu
Cem Eroğlu is a seasoned AdTech executive with a career spanning over 19 years across digital advertising, programmatic strategy, and technology-driven innovation. He began his journey in 2007 re-selling and establishing ad-tech via the Right Media Exchange in the DACH region, and has since held key roles across ad operations, sales, product development, and international expansion. Prior to joining Adform, Cem served as Managing Director at ReklamStore, one of Turkey's leading advertising platforms, where he played a pivotal role in driving both revenue growth and regional market development. Since 2016, Cem has been leading Adform's operations across Turkey, the Middle East, and Africa as Country Manager, and was recently promoted to Vice President overseeing Central Asia and MEA. His role has been instrumental in shaping regional strategies, supporting APAC expansion efforts, and pioneering programmatic channels such as CTV and DOOH for publishers, agencies, and brands.

Erdem Tolon
Born in Istanbul in 1980, Erdem Tolon graduated from Eyüboğlu College in 1998 with a focus on Mathematics. He went on to earn his Bachelor's degree in Economics from Koç University in 2002, followed by a Master's degree in Business Administration from the Norwegian School of Economics (2002–2004). His professional career began in 2004 at UPS (United Parcel Service) in the Marketing and Sales department. In 2005, he joined Nielsen Media Research, where he advanced through various roles and ultimately served as General Manager. Over the course of more than 13 years at Nielsen, he built a distinguished career in media research. Since December 2018, Tolon has continued his professional journey as Deputy General Manager of Kantar Media. His expertise spans across Television, Print, Radio, Cinema, Outdoor, Mobile, and Internet, focusing on media research and advertising measurement. In addition to his corporate responsibilities, Erdem Tolon serves as a Board Member of MMA Turkey and Head of Reseach Comittee at REPID. As of 2024, he also holds key industry positions: Treasurer of the Turkish Researchers Association (TUAD).

Nicole Agudo Berbel

Nicole Agudo Berbel is Managing Director of Seven. One Media and Chief Distribution Officer of Seven.One Entertainment Group. She is responsible for the distribution business and thus for the negotiations and distribution of Joyn and the TV group's linear free and pay-TV channels on all distribution platforms in the German-speaking market. At Seven.One Media, she is responsible for marketing partnerships for Joyn and distribution partners. Nicole Agudo Berbel is also responsible for distribution partnerships on Joyn as a platform and for the pay TV channels ProSieben FUN, SAT.1 emotions, and Kabel Eins CLASSICS. The manager previously held various positions at ProSiebenSat.1, where she established and expanded the distribution business into a strong pillar of the group in terms of revenue and earnings. As EVP Digital Publishing, she was responsible for the group's digital content business, among other things. Before joining the ProSiebenSat.1 Group in 2013, she was Director of Affiliate Sales and Business Development, responsible for the platform sales strategy of Discovery Communications' content portfolio in Germany, Austria, and Switzerland, among other things. Until 2007, she was Director of Regulatory Affairs and New Business Project Management at SES / Astra Platform Services.

After studying law in Cologne (among other places), Nicole Agudo Berbel began her professional career in 1999 at Vaunet e.V., where she was most recently Deputy Managing Director until 2005

Duygu Badem Uylukçuoğlu

Duygu Badem Uylukçuoğlu began her professional journey at Vestel in 2010 as a Management Trainee, joining the company after graduating at the top of her class.

Over the years, she held a variety of key roles, including Junior Product Manager, Product Manager, Category Product Manager, Washers and Cooking Marketing Manager, and White Goods & Consumer Electronics Marketing Manager. In 2018, as Marketing Manager, she led several successful marketing initiatives, and by the end of 2019, she was appointed Deputy General Manager of Marketing at Vestel. Following the integration of domestic and international marketing operations in late 2023, she assumed the position of Global Chief Marketing Officer (CMO). As of September 2025, she has additionally taken on the responsibility of managing Domestic Sales Operations, continuing her career as General Manager of Global Marketing & Domestic Sales.

Throughout her career, she has embraced change, led transformation, and believed that technology can – and should – serve people in meaningful ways. She has played a central role in advancing digital transformation initiatives, developing differentiated product and service ecosystems, and strengthening AI- and IoT-driven omni-experiences. Under her leadership, Vestel's global marketing vision has evolved beyond conventional growth targets. She leads talented teams across the world in Brand & Trade Marketing, Product Management for White Goods and Consumer Electronics, IoT & Platform Development, Outsourcing, Brand Communications & Media, Strategic Planning, Business & Partnership Development, and Domestic Sales.

This vision translates into developing innovative products and services, advancing digital processes, and building truly integrated AI-driven omni-experiences. It also means pushing the boundaries of design, strengthening sustainability initiatives, and creating ecosystems powered by IoT and AI. Under her leadership, Vestel has not only expanded its global footprint but also shaped data-driven business models that transform technology into long-term recurring value – by creating a monetization ecosystem that drives efficiency and growth while ensuring sustainable competitive advantage. Beyond business growth, Duygu actively supports women's empowerment in line with Zorlu Holding's Equal Life philosophy and champions initiatives in sustainability, sports, and social responsibility. To her, leadership is not only about building stronger brands – it is about building a better future for people and the planet.

Tuna Gürel

Tuna Gürel has gained extensive experience in media and advertising technologies throughout a career spanning more than 15 years. After pioneering LinkedIn advertising sales in Turkey, he continued his journey by taking part in the launch phases of OTT platforms such as PuhuTV (Doğuş Media Group) and FoxPlay (Disney). By managing sales operations, he built significant expertise in the OTT & Connected TV (CTV) space. While at Adjust, he represented the company in the Turkish and United Arab Emirates markets. He also co-founded and advised ventures, leading several ad-tech focused projects. This path continued with his role in managing programmatic sales for the Demirören Media Group. Most recently, he led the sales team at Bond Digital (Online Saleshouse Network), representing one of Europe's largest mobile technology companies, Azerion, in Turkey and Greece. At TVekstra, he now works with Turkey's most experienced Connected TV team, focusing on the monetization of AddressableTV and other CTV advertising and technology products.

Thank you to our Sponsors

Diamond Sponsors

admongrel eutelsat

Gold Sponsors

ANIXENET Backscreen bmt DIDOMI LIMONCLOUD tivùsat

Silver Sponsors

adform ATVI Addressable TV Initiative iWedia Konodrac ses wedotv youview

Turkish Coffee Sponsor

arçelik

Supporters

INSPARK mediazone repid TUYAD

See you
Next Year!