

## Winners of HbbTV Awards 2025 announced

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**Istanbul, 13 November 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, has unveiled the winners of the **HbbTV Awards 2025**, showcasing and celebrating excellence in the HbbTV community.

### **The winners of the HbbTV Awards 2025:**

#### **Best Accessibility Solution in an HbbTV Service**

Sign language service in HbbTV with WebAssembly: CCMA - 3Cat (Spain)

*Jury quote: “A highly innovative approach, taking advantage of modern web technology combined with HbbTV.”*

#### **Best Advertising Innovation Using HbbTV**

Pinar Protein Milk - Bringing the Energy of Volleyball Home: TVekstra (Turkey)

*Jury quote: “The campaign showed real innovation in bringing together a brand and live sport scores to increase engagement.”*

#### **Best HbbTV Technology Innovation**

Freely Account Linking: Everyone TV (UK)

*Jury quote: “An elegantly executed innovation that bridges broadcast and streaming through seamless account linking, redefining user personalisation in hybrid TV.”*

#### **Best Use of HbbTV for Content Discovery**

AI Agent for HbbTV: CCMA - 3Cat (Spain)

*Jury quote: “Very innovative feature, and impressive execution. It's a feature that many platforms and operators want to develop or are currently trying to roll out on IP-native apps and/or connected set-top boxes – great that it comes on HbbTV so fast!”*

#### **Best Tool or Product for HbbTV Service Development or Delivery**

BCi Digital's Ocelot addressable advertising suite of products, including the Opportune schedule aware ad decisioning service and Otter HbbTV application: BCi Digital (any HbbTV market)

*Jury quote: “A comprehensive and technically advanced suite that brings proven addressable advertising expertise to the HbbTV ecosystem with exceptional scalability and precision.”*

#### **Judges' Award: HbbTV Newcomer of the Year**

CCMA - 3Cat (Spain)

*Jury quote: “Very strong accessibility features and an impressive integration of generative AI into the TV experience.”*



The winners were selected by an independent jury of international industry experts. A total of 29 submissions were received during the Call for Entries – one of the highest numbers in the competitions' eight-year history.

The prizes were awarded to the winners at a glamorous ceremony on 12 November 2025 as part of the [13th HbbTV Symposium and Awards](#) in Istanbul, jointly hosted by the HbbTV Association and TVekstra, a leading Turkish provider of addressable TV advertising solutions.

#### **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**

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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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