

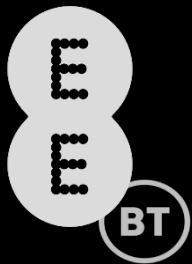
YOUVIEW: SIMPLY SMART TV

USING AN HBBTV OPERATOR APP TO ACCESS LINEAR CHANNELS DISTRIBUTED OVER IP

Jeff Hunter (jeff.hunter@youview.com)
HbbTV Symposium, Istanbul
November 2025

Strictly private, confidential & commercially sensitive:
Please do not forward

Powering the TV experience for
our customers in millions of homes



TalkTalk
For Everyone

SONY **Freely**
everyone ^{TV}

Backed by some of the biggest
names in UK television



TalkTalk



BUILDING ON 10+ YEARS OF DEVELOPMENT AND SUPPORT OF OPERATOR USER EXPERIENCES

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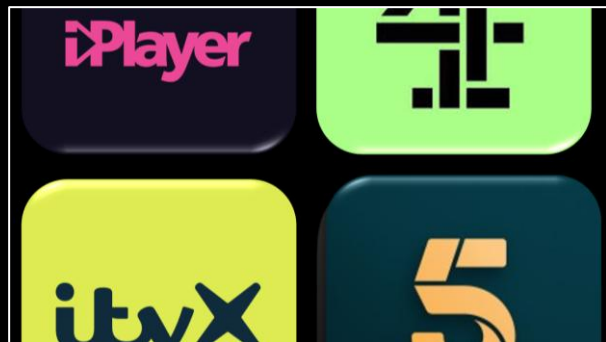
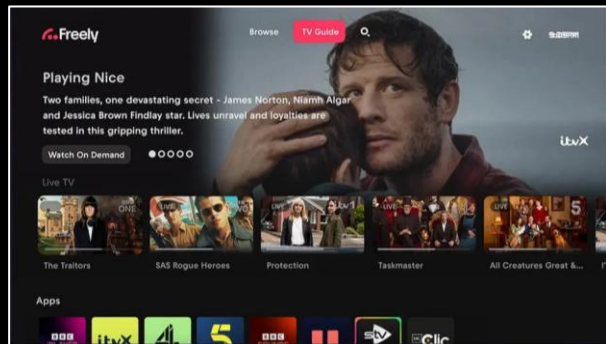
- Operator UX integration with host device
- Development for resource constrained consumer devices
- Powered by scalable, field proven YouView Backend Platform



everyone 

HbbTV Operator App

Freely content discovery experience

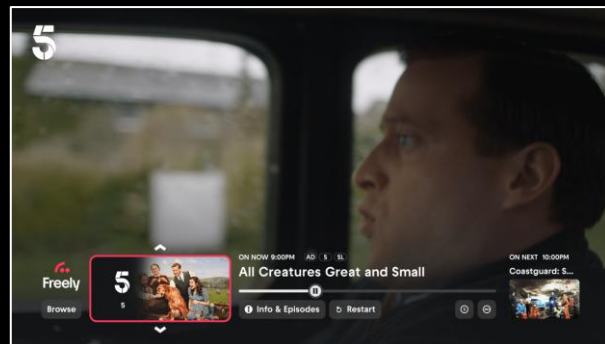


Content Provider players

HbbTV Apps

HbbTV Second Video Window

IP Channel access and playback



Rigs extended for TVs

Automated Testing

Freely
Built on HbbTV
youview®

More Devices

10+ manufacturer brands



70+ IP Channels, 70,000+ hours on-demand

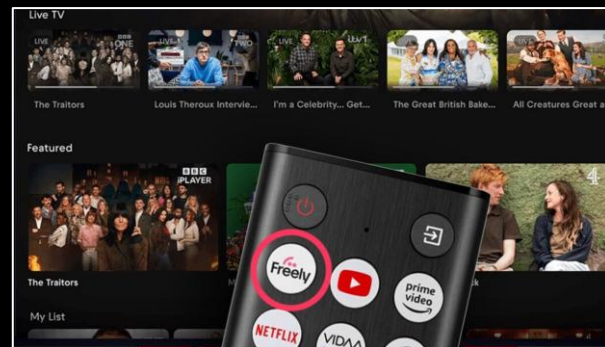
More Content

Freely

18 months on

More Features

7 OpApp updates in 2025 (so far)



500,000+ homes

More Happy Users



An HbbTV Success Story



HOW IMPORTANT ARE LINEAR CHANNELS?

Streaming Reaches Historic TV Milestone, Eclipses Combined Broadcast and Cable Viewing For First Time

Streaming Keeps Surging In July, With YouTube, Netflix And Roku Channel Hitting New Nielsen Highs

Over 75% of UK Viewers Use Built-in Apps on Smart TVs –

Gen Z swerves traditional broadcast TV as less than half tune in weekly

Stark generational divide as 16-24s watch just 20 mins of live telly daily

Europe's FAST ambitions meet reality check

Paramount to close MTV channels across Europe



Broadcast channels bounce back in US

Amazon to launch linear TV channel Prime in Germany

Dozens of FAST channels added

Free sports channel Dyn Sport Mix launches on Astra

Linear TV: The untapped powerhouse of advertising

Overlooked Linear TV "Indispensable" in a Fragmented Attention Economy

ITV confirms talks to sell its TV channels to Sky owner Comcast

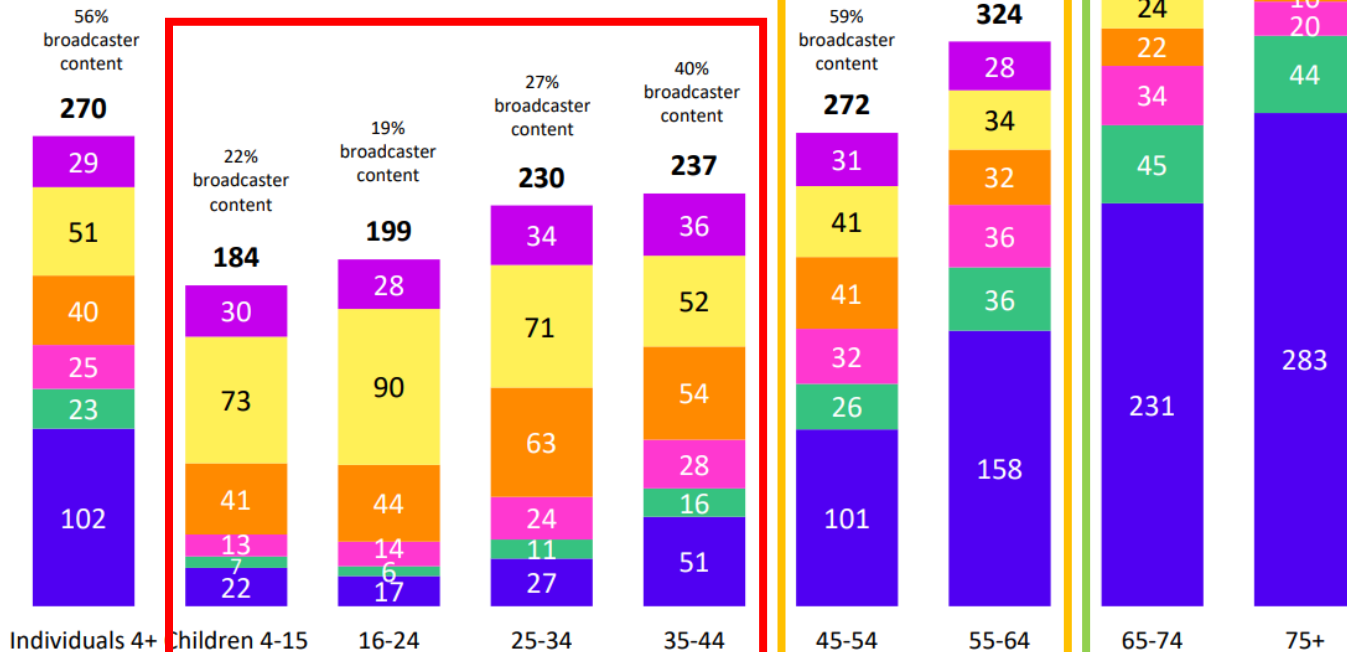
"Bardağın boş tarafından mı dolu tarafından mı bakarsın?"

LINEAR CHANNELS ESSENTIAL TO LANDING “ALL IP” FUTURE

Average daily minutes of in-home video viewing, by age: 2024

■ Live TV

■ Recorded playback



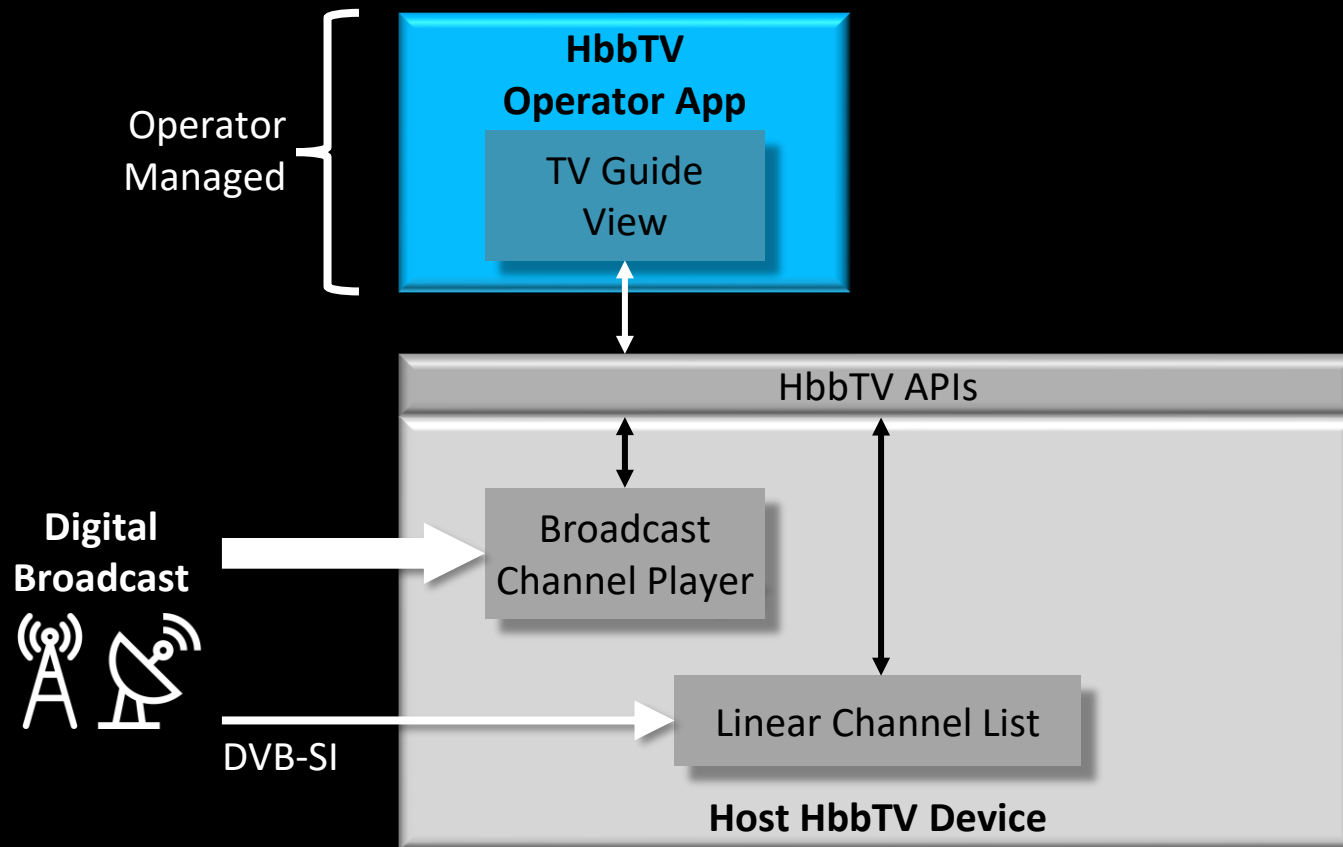
LINEAR CHANNELS NEED TO BE EASY TO ACCESS

- Market forces leading to **linear channels increasingly buried within Apps**
- Can be a challenging user experience for many parts of the audience but **especially for those that value linear channels the most**
- An aggregated guide with direct access to linear channels **provides a familiar-looking, widely adoptable user experience**
- Giving **the best chance** of helping all parts of the audience through the transition to “All IP”

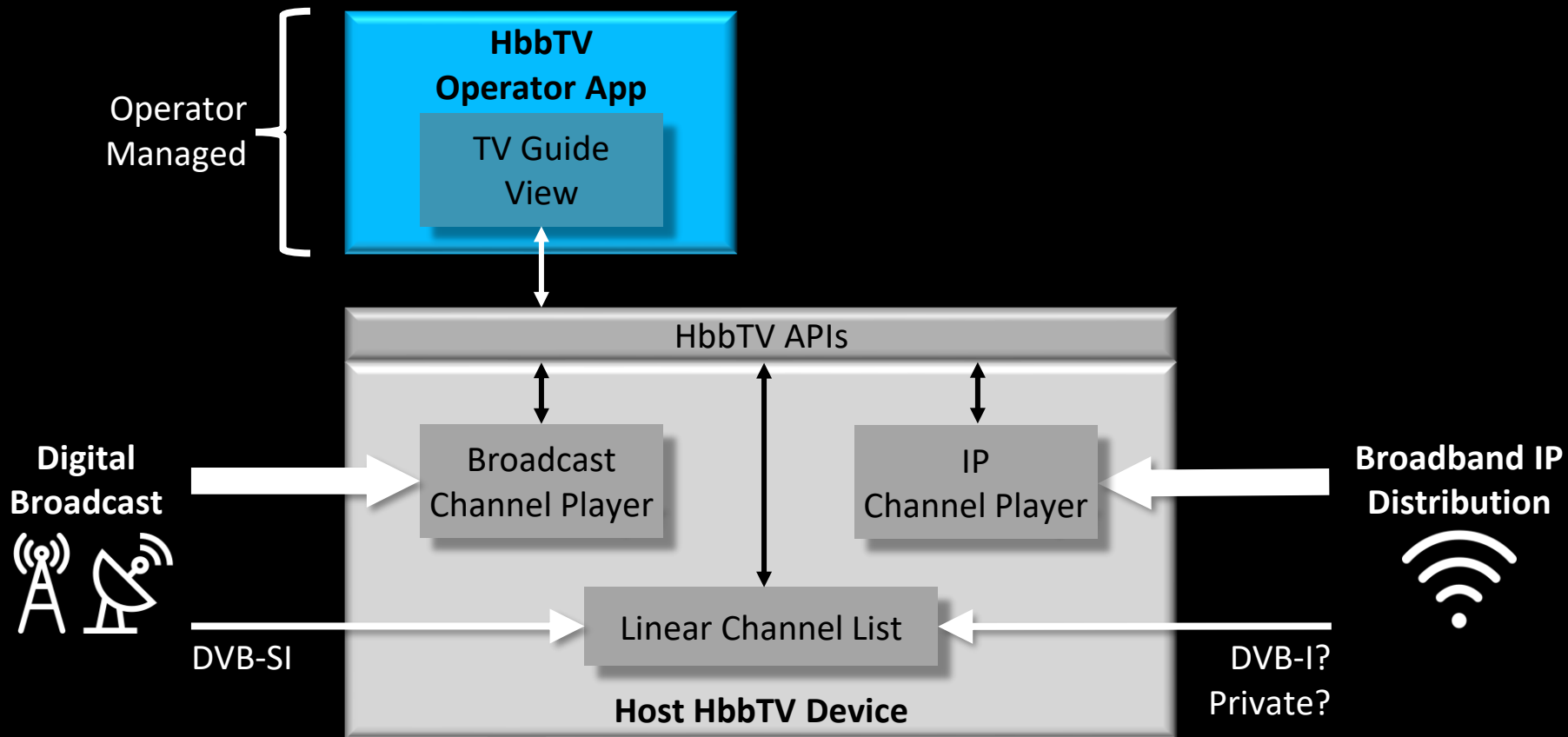


These usability barriers extend beyond older viewers to those with neurological conditions, neurodivergence, and lifelong or acquired disabilities. Research indicates that solutions designed for older users deliver broader benefits, creating universally accessible digital experiences.

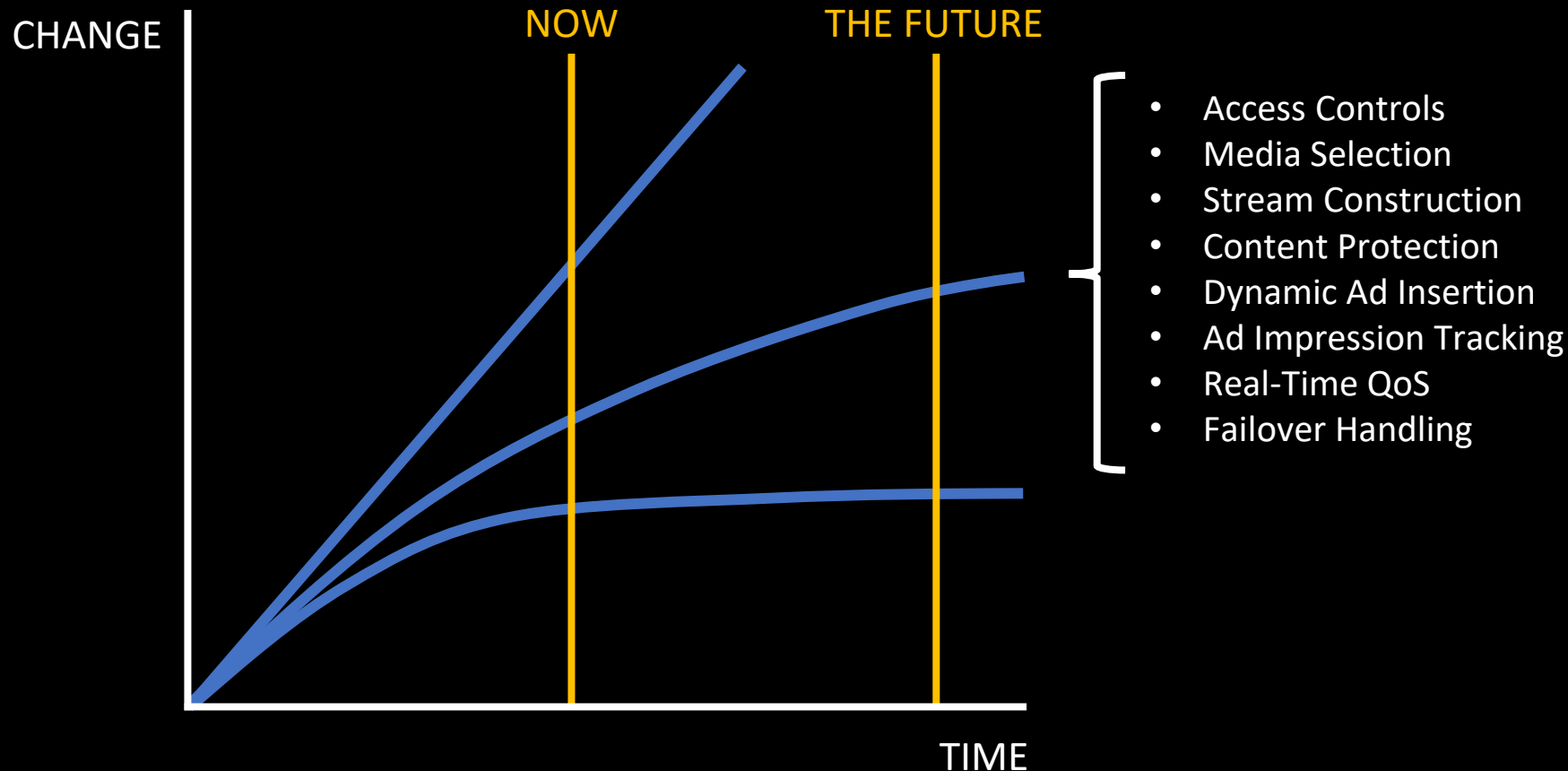
HBBTV: SOLUTIONS FOR LINEAR CHANNELS



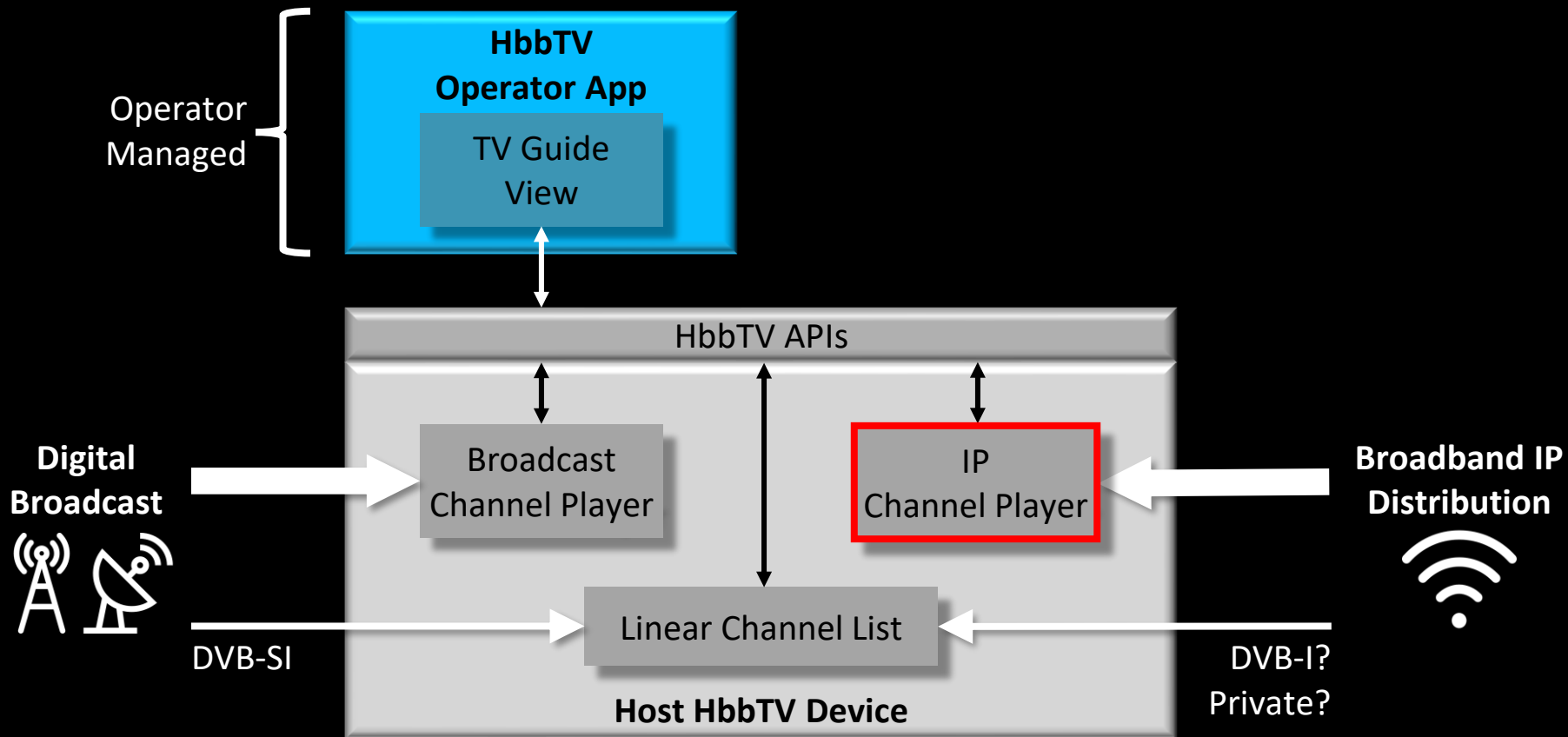
HBBTV: SOLUTIONS FOR LINEAR CHANNELS



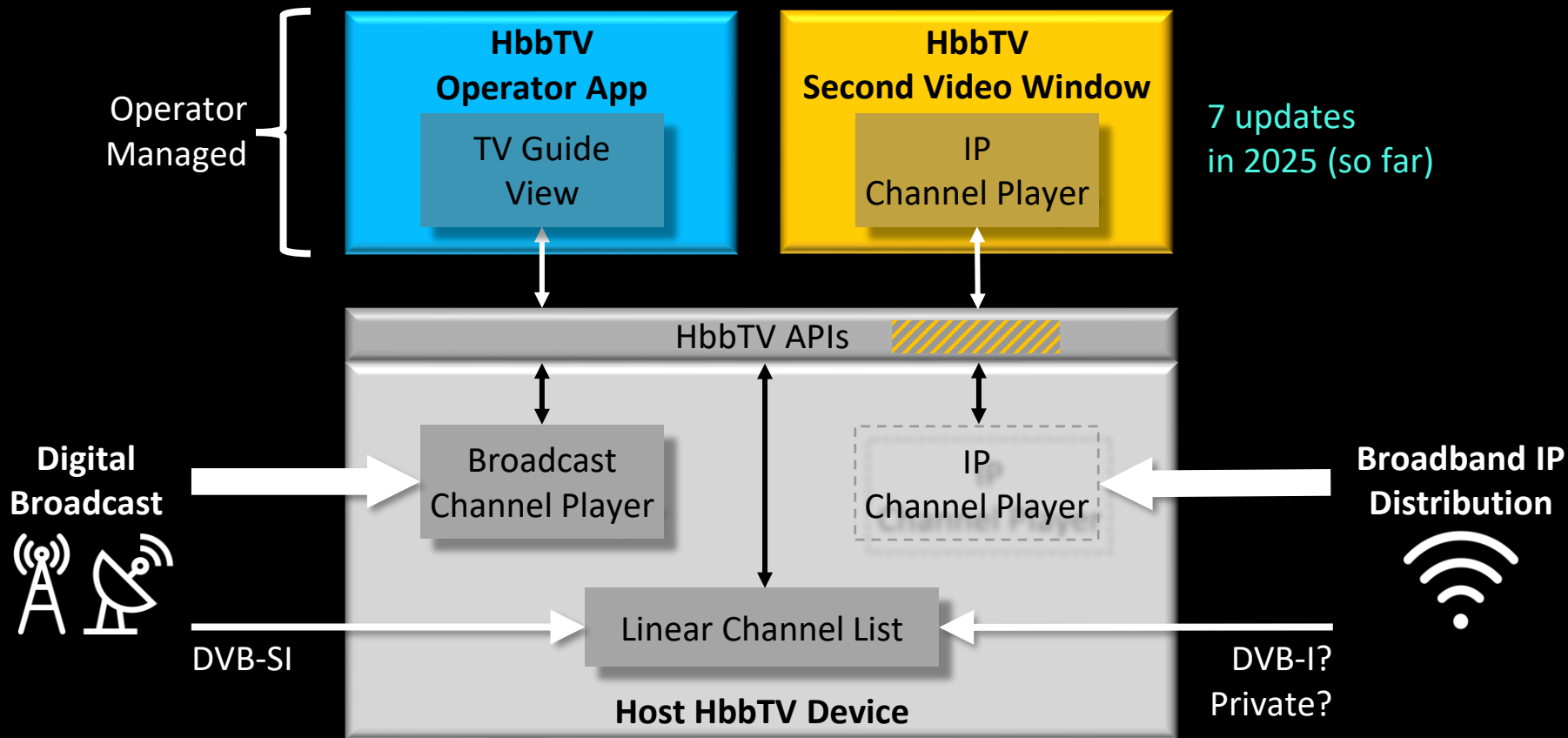
HOW STABLE ARE YOUR IP CHANNELS REQUIREMENTS?



HBBTV: SOLUTIONS FOR LINEAR CHANNELS



HBBTV: FLEXIBILITY FOR THE “IP ONLY” FUTURE



WHERE WILL YOUR “ALL IP” TV JOURNEY TAKE YOU?



Friedrich, C.D. *Wanderer above the Sea of Fog*

- Transition to “All IP” distribution **gathering momentum** in many markets
- We need to help **all parts of the audience** with this transition
- Linear channels remain an **essential part** of the TV proposition for many
- HbbTV has a range of tools to help deliver a **great linear channel experience** that works for the audience and channel providers
- Through deployments like Freely these HbbTV tools are **increasingly supported and ready for wider adoption**

THANK YOU!

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