

Why HbbTV is needed for broadband only television?

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c o n s u l t a n t s



eCreation
ready to play





HbbTV developer
portal

“HbbTV, is that still a
thing?”

A shower of gold confetti is falling from the top of the white banner.

HbbTV hits

100

million homes & counting!

A major milestone in the future of TV

Many use cases...

- Enhanced TV
- Interactive advertising
- Addressable advertising
- Audience measurement
- Catch-up and replay
- Portals
- VOD Applications
- EPGs
- Accessibility
- FAST channels
- Gaming
- Information services

33 entries for the HbbTV 2025 Awards

“It’s only for broadcast,
and the future is all IP!”

Why did we need HbbTV
in the first place?

A standard open way of
building interoperable HTML
applications for televisions

HbbTV application types

Broadcast
related

Broadcast
independent

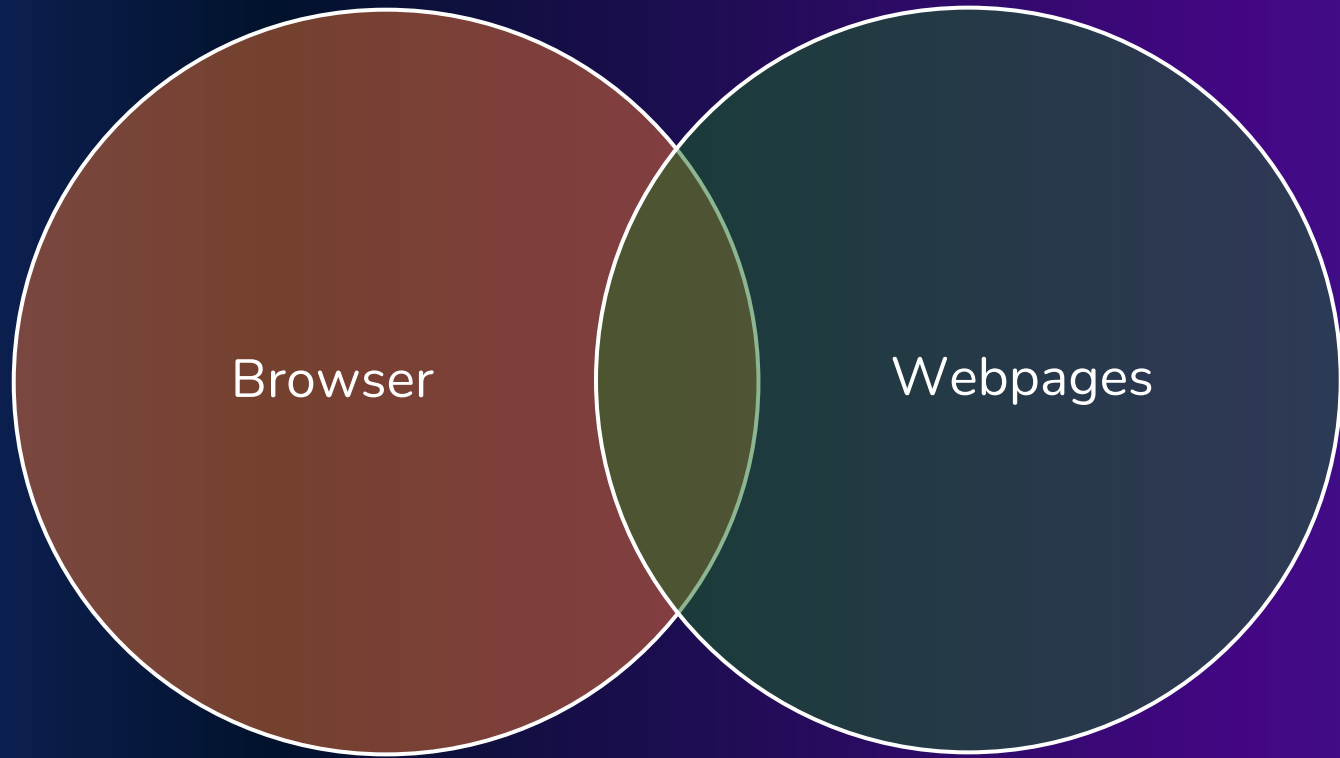
A little bit of history, back in 2008...

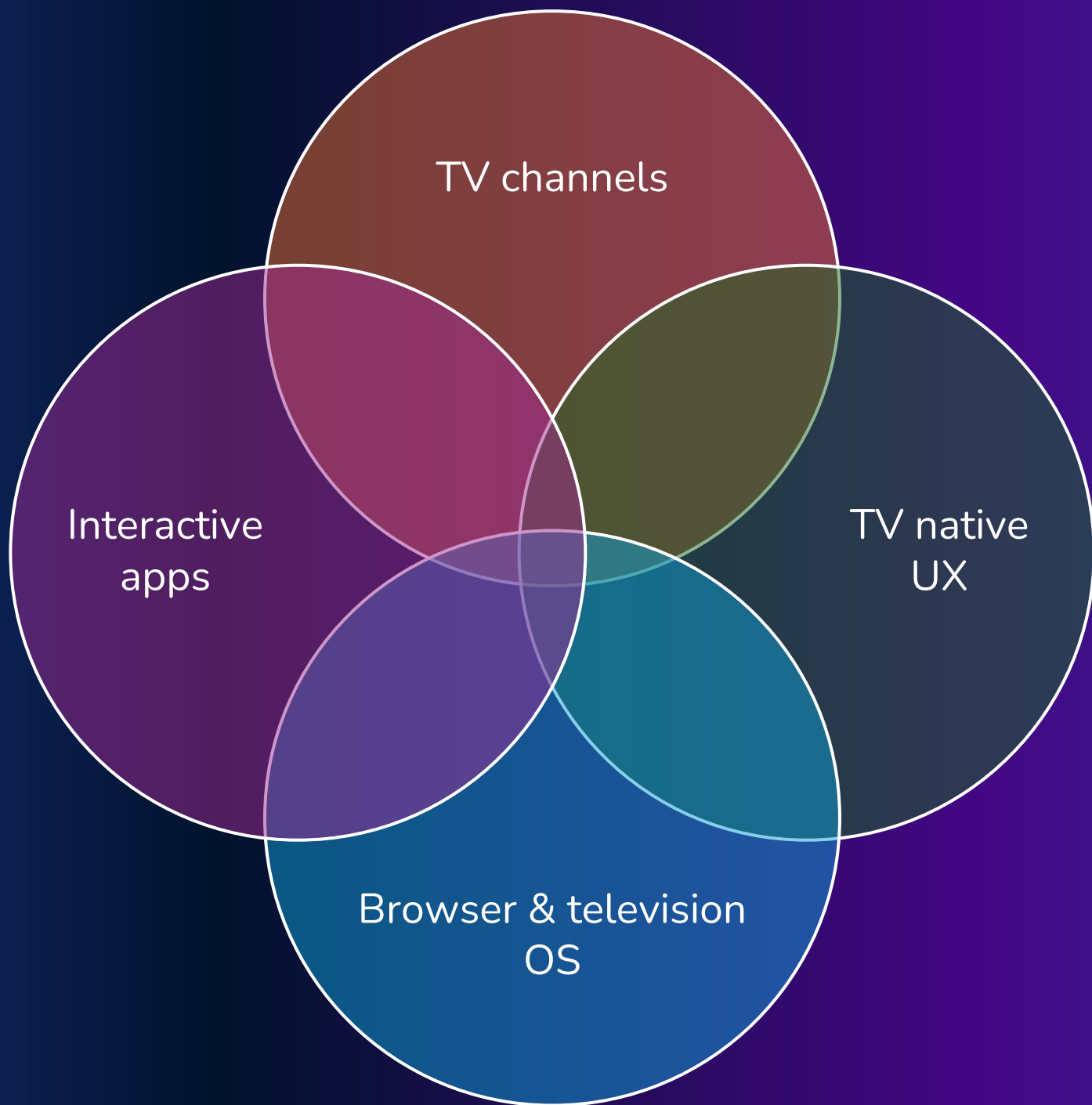
- HTML/JS/CSS winner for interactive experiences
 - Not Java, ActionScript or Flash
- Proprietary HTML solutions for television
 - ANT, OpenTV, Liberate, Microsoft (WebTV)
- Industry specific standards - OIPF
- Countries developing country specific HTML specifications
 - France and Germany
- HbbTV was born to harmonise these efforts

Isn't HTML enough?

Missing functionality

Interoperability





Television specific functionality

- Broadcast channel association
- Application lifecycle
- Remote controls
- Broadcast video management
- Broadcast meta-data access
- Video playback
- Accessibility
- Configuration and capability management
- Stream events

Interoperability

Television is different

Broader
ecosystem

Limited
software
updates

Longer
lifespan

HTML is a living standard



Apple | Google | Microsoft | Mozilla



1.0
1.5
2.01
2.0.2
2.0.3
2.0.4
2.0.5



In an all IP world, what
changes?

Required functionality

- ~~Broadcast Linear channel association~~
- Application lifecycle
- Remote controls
- ~~Broadcast Linear video management~~
- ~~Broadcast Linear meta-data access~~
- ~~Video playback~~
- Accessibility
- Configuration and capability management
- Stream events



Television differences

Broader
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Thank you

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