

# The Role of HbbTV in an IP-Only Future

HbbTV Symposium 2025



**Ranjeet Kaur**  
Programme Director  
Digital TV Group



From setting the UK technical standards to supporting new platforms, our membership joins up the entire digital TV ecosystem to provide a seamless experience for UK viewers, across all content, on all devices

# Our mission

To ensure digital television reaches its full potential by innovating with industry to deliver long-term growth, centred around an egalitarian vision that digital television is for ALL.

# A seismic shift for TV

UK TV is a global success and has always punched above its weight. However, it is now in a process of re-shaping driven by:

**Global streaming giants** – huge financial power

**The creator economy** – agility and building their own audiences

**Artificial intelligence** – potentially transformative



# Ofcom approaches for universal TV delivery

In 2024 Ofcom outlined 3 options\*:

**01**

**Double down  
on DTT**

Investment in a  
more efficient  
DTT service

**02**

**Reduce to a  
night light**

Reducing DTT to  
a core service

**03**

**Switch off**

Move towards  
DTT switch-off in  
the longer term

# Future of TV distribution

UK Government has set up three industry working groups:



## TV Sector

(UK Broadcasters and platforms)

**Chair:** Gill Hind, COO,  
Enders Analysis



## Infrastructure

(Consumer electronics, apps,  
networks, CDNs, software)

**Chair:** Richard Lindsay-  
Davies, CEO, DTG



## Audiences

(Audience and consumer groups)

**Chair:** Prof Cathy Johnson,  
Professor of Media and  
Comms, University of Leeds

# Focus of working groups

The work of the groups is audience led

Ultimately most people will naturally move to all IP TV viewing over the coming decade

A minority of important viewers may not

These are the focus of the work to ensure no viewer is left behind





# Future of TV distribution roadmap

DCMS Working group groups will conclude in Nov '25

A decision on the road ahead is expected soon following the conclusion of the DCMS working groups (Nov 2025) which will then go through parliamentary processes.

- The premise is not to talk about a change to universal TV delivery methods now
- But to define what would industry need to get in place to enable this in the next decade with 2034 a likely target end-date



# Future of TV distribution at DTG

The aim is to help DTG members and wider industry to understand and shape the transformative shift in television consumption and focus on viewer value



# Future of TV distribution at DTG

## Content delivery

Ip delivery at scale, low latency, seamless access across platforms

## Service and content discovery

How will the EPG evolve, how do viewers setup and locate services

## Content and delivery quality

Video quality, audio quality smoothness of delivery

## Accessibility

subtitles, audio descriptions, language options

## Service features

Recording, advertising

## Clear outputs

All with short, mid and long terms challenges defined with actions for DTG working groups

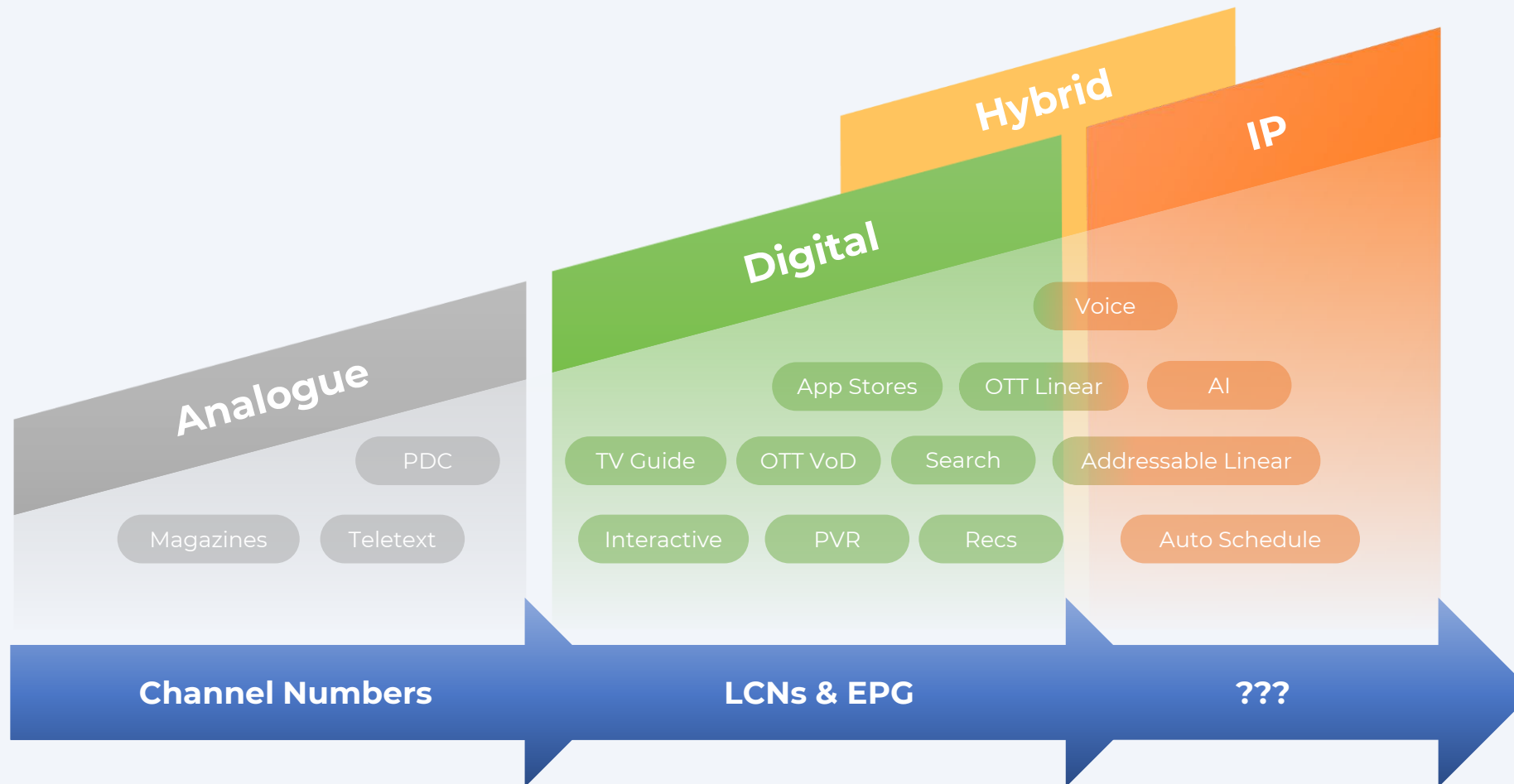
# Future of TV distribution at DTG

Usability testing project,  
commissioned by Ofcom  
and delivered  
by DTG and i2 media  
research

Explored usability barriers  
for older viewers that  
undermine  
confidence and  
independence



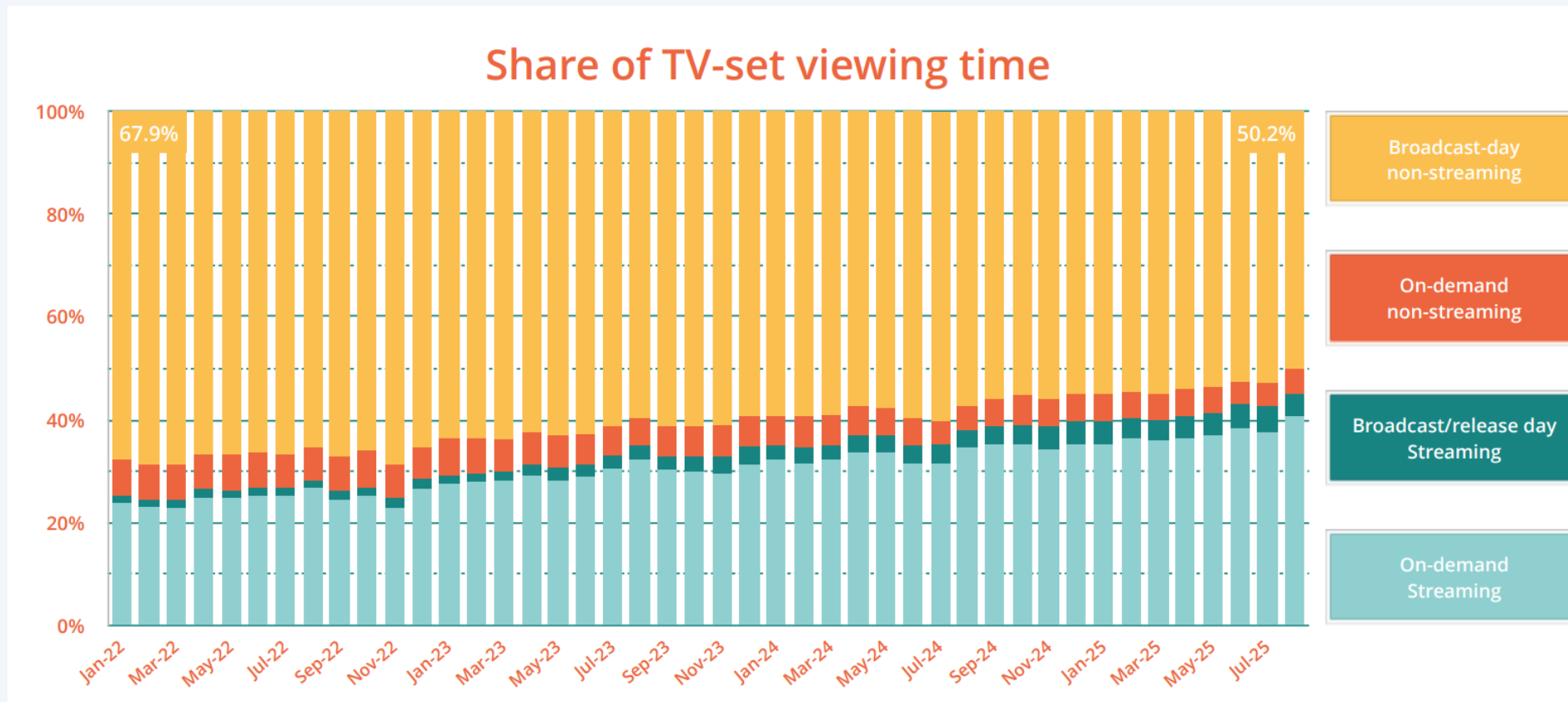
# The Fourth Epoch



# The Shift to an IP-Only Future

- Broadcasters and platforms increasingly distribute via IP (FAST, DVB-I, streaming).
- Hybrid broadcast is mature; the question now is **how** and **when** devices become IP-only.
- What happens to **interoperability**, **trust**, and **user experience** when **tuners disappear**?

# How quick is the move to streaming?



Source: BARB – viewing on TV sets only

# Current Industry Movements

Country	Key Initiative	HbbTV Role	Status
UK	Freely IP platform	HbbTV OpApp & Linked Apps	IP-only devices coming soon
Germany	DVB-I Pilot	HbbTV Linked Apps	Ongoing
Italy	DVB-I Market Trial	HbbTV Linked Apps	In operation
EBU/HbbTV	Study Mission: HbbTV in IP-Only Future	Coordination & spec alignment	Kick-off Q4 2025



# Thank you



Ranjeet Kaur, Programme Director  
Digital TV Group

[rkaur@dtg.org.uk](mailto:rkaur@dtg.org.uk)



Learn more about  
DTG at [dtg.org.uk](http://dtg.org.uk)

