

# 13th HbbTV SYMPOSIUM & AWARDS

**12 / 13  
NOVEMBER  
2025**

**SWISSÔTEL THE BOSPHORUS  
ISTANBUL - TURKEY**



**HbbTV**

**tv ekstra**

## The State of the (HbbTV) Nation

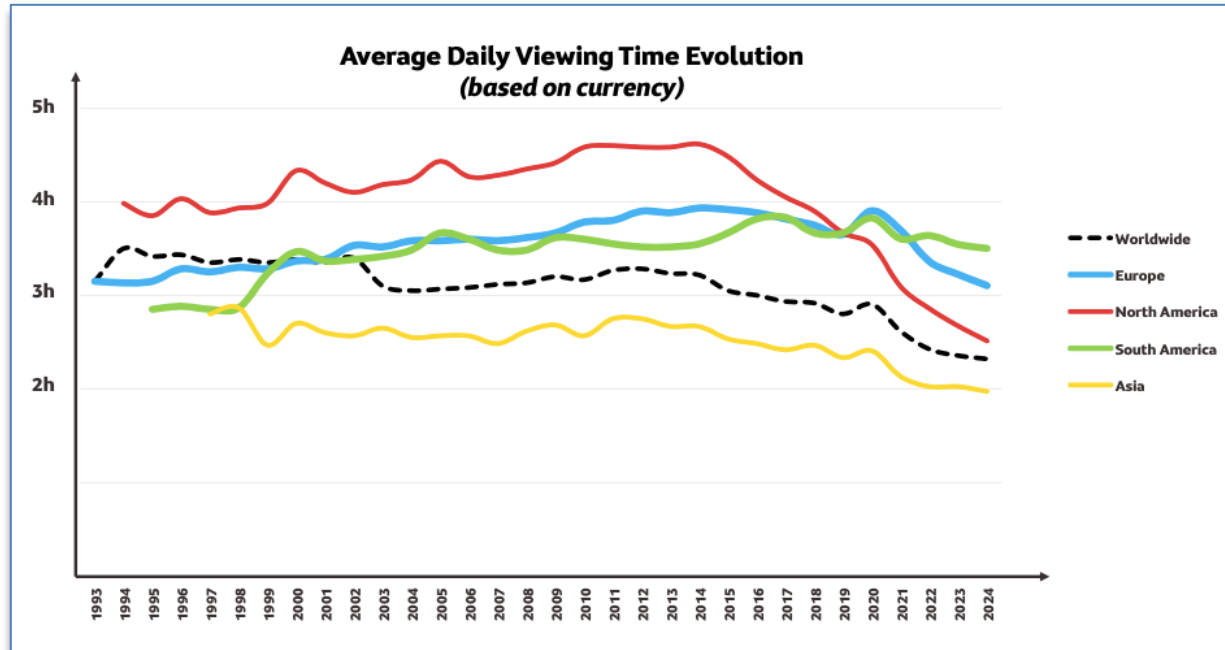
Vincent GRIVET  
Chairman of HbbTV

12 Nov 2025  
Istanbul

# **I. What has happened in our world of TV in 2025 ?**

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## Observation 1 (again) : linear keeps declining



### BUT

- Different paces across the globe
- Linear Remains very substantial !

## Observation 2 (again) : Broadcasters continue their shift to streaming and keep succeeding on both audience and advertising



### TF1+ drives digital growth

NOVEMBER 3, 2025 14:40 EUROPE/LONDON BY JULIAN CLOVER



TF1+ continued to power TF1 Group's digital push in the first nine months of 2025, with advertising revenue up 40.5% year on year to €134 million, as the AVOD/FAST platform hit new audience highs.

+40% yoy



### ProSiebenSat.1 Media SE

67,589 followers

1d • 🌐



All-time record for Joyn: We celebrate 11.4 million users in October!

history. Compared to October 2024, our streaming platform has thus achieved an increase of 65 percent, and watch time has also increased by 25 percent compared to the same month last year.

+65% yoy

... etc.

## Observation 3 ( again) : Streamers absorb the DNA of Broadcast TV

### Amazon's sports strategy unboxed

Also in today's newsletter, a betting scandal rocks the NBA



Amazon's Prime Video will stream a 'Black Friday' game between the Chicago Bears and the Philadelphia Eagles in 240 countries and territories © AP

### Netflix Claims 190 Million Ad-Tier Viewers Worldwide Under New Metric

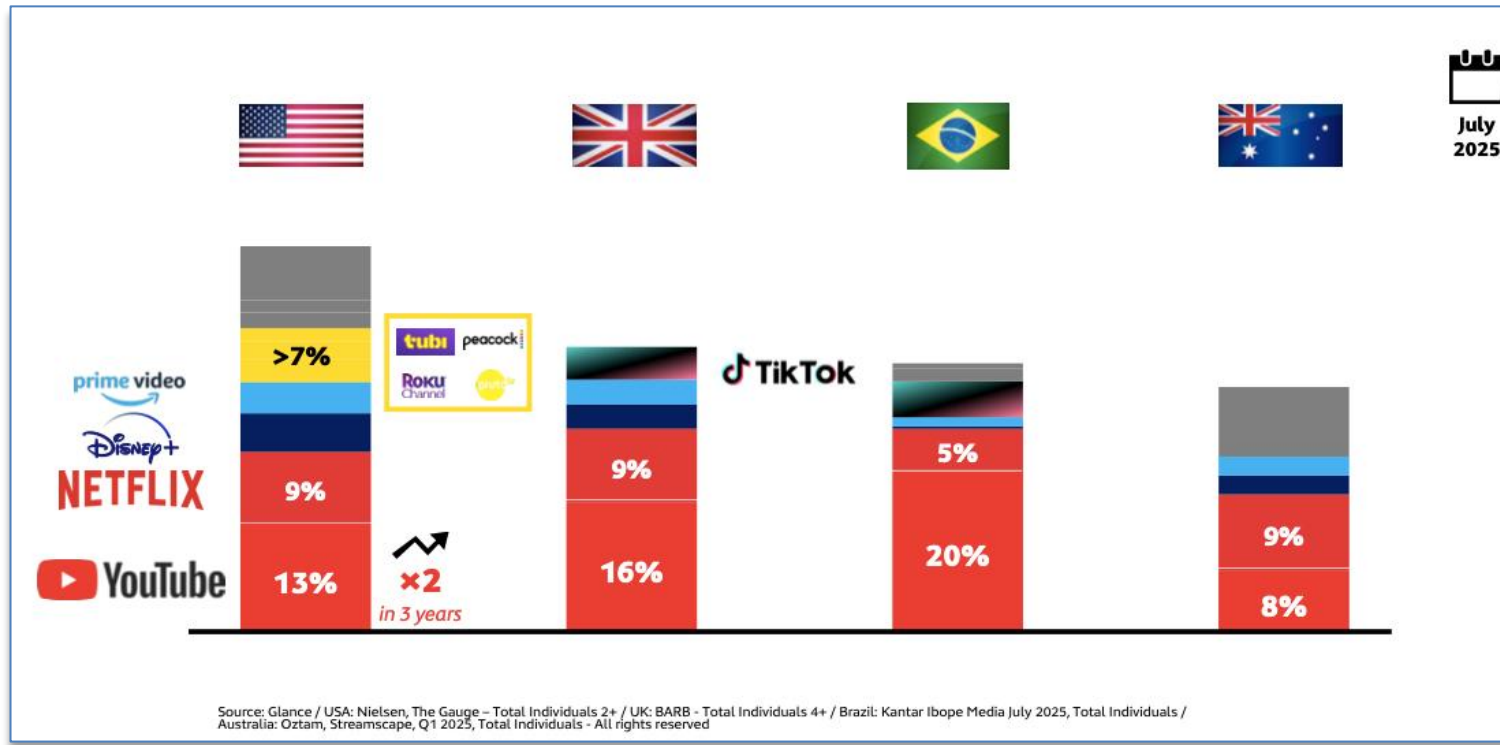
The streamer is rolling out a stat it calls monthly active viewers.

BY RICK PORTER NOVEMBER 5, 2025 9:06AM

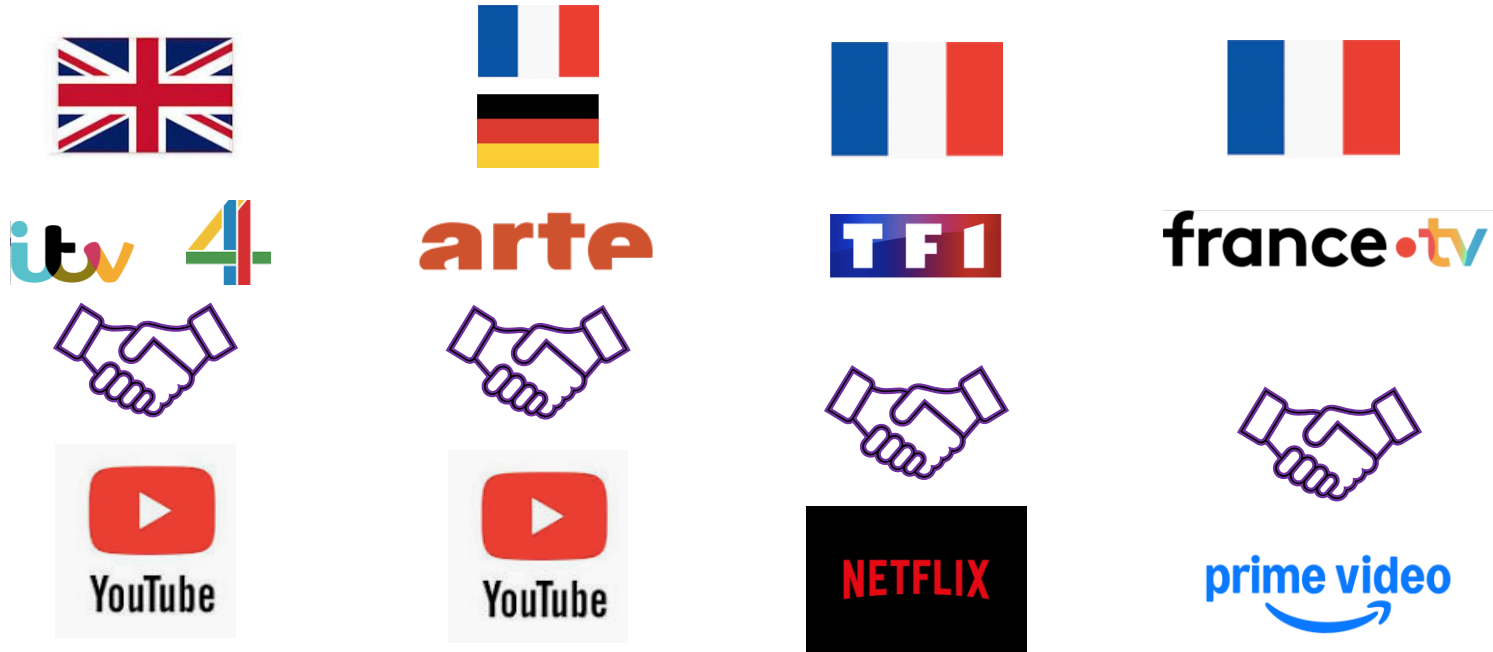


Netflix advertising head Amy Reinhard. JAMIE MCCARTHY/GETTY IMAGES

## Observation 4 ( NEW ! ) : You Tube now N°1 in streaming



# Observation 5 (New !) : Broadcasters explore new distribution approaches

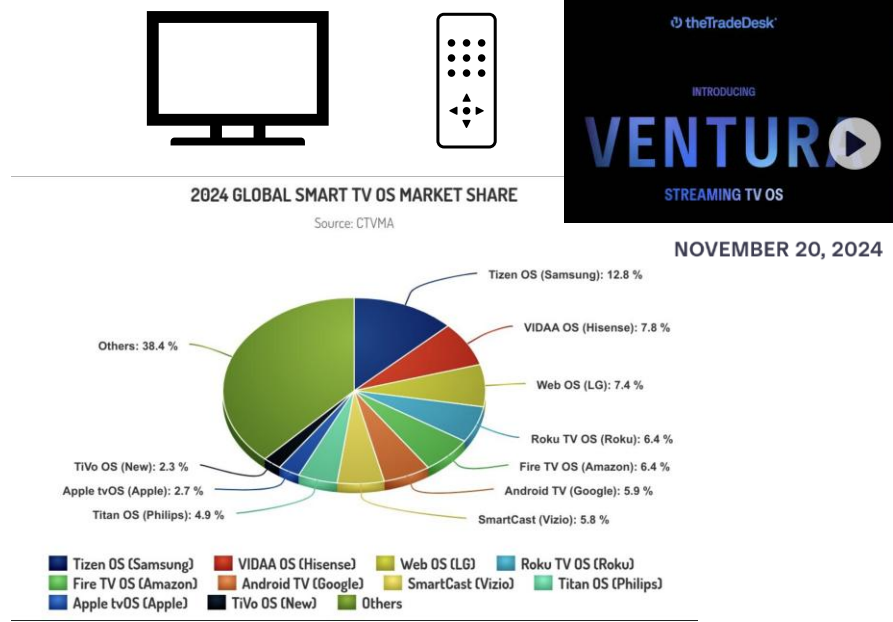
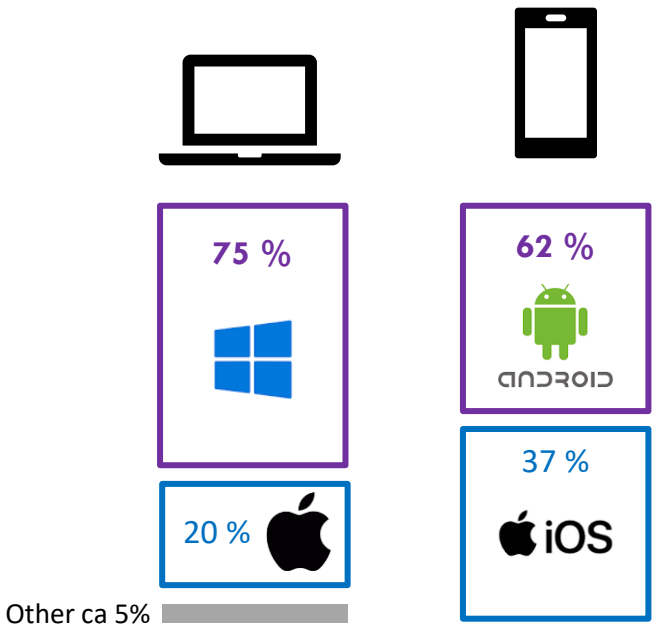


## Observation 6 : creation of European Broadcast champions ?





# Observation 7 : CTV is a fragmented world



# Wrap-Up

- Linear keeps declining while streaming/VOD grows; but linear remains important
- Streamers champions “borrowing” the core attributes of Broadcast ; live, advertising, sports
- “Broadcasters” more and more re-defining themselves as hybrid media providers : linear + VOD
- Digital / addressable advertising keeps growing vs stagnating (declining) classical broadcast advertising
- Even in broadcast-centric country, Broadcasters shift to IP/streaming delivery of their services ( even linear)
- CTV create possibilities ... but also challenges for Broadcasters

# HbbTV helps Broadcasters to adapt and thrive in this rich but challenging world of CTV

- **UNIFICATION of CTV** : Transversal, horizontal : one app for all TV brands ( vs N apps) and all networks (cf DVB-I)
- **Any service / function** which can be done in CTV can be done in HbbTV (and even more)
  - **B2C**; replay, voting, VOD, ..
  - **B2B** services ; consent, audience measurement, addressable advertising
- **Open Spec** (no royalty)
- **Launch point = TV** content (not a menu); enables Broadcasters to exploit their linear advantage
- **Broadcaster centric** ; control of services ( and data) is entirely in the hands of broadcaster ( a 3d party cannot intervene in the HbbTV app; “safe zone”)
- **Supported** by the key names of the TV manufacturing ecosystem

**More than ever, in an increasingly challenging TV world , HbbTV is the technology which supports Broadcaster's long term strategic resilience and autonomy**

## **II. What happened in 2025 at HbbTV ?**

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# Specifications

DRM Specification : July 2025



Published !

HbbTV 2.0.5



Coming soon

HbbTV 2.06

Requirements  
Capture  
Started

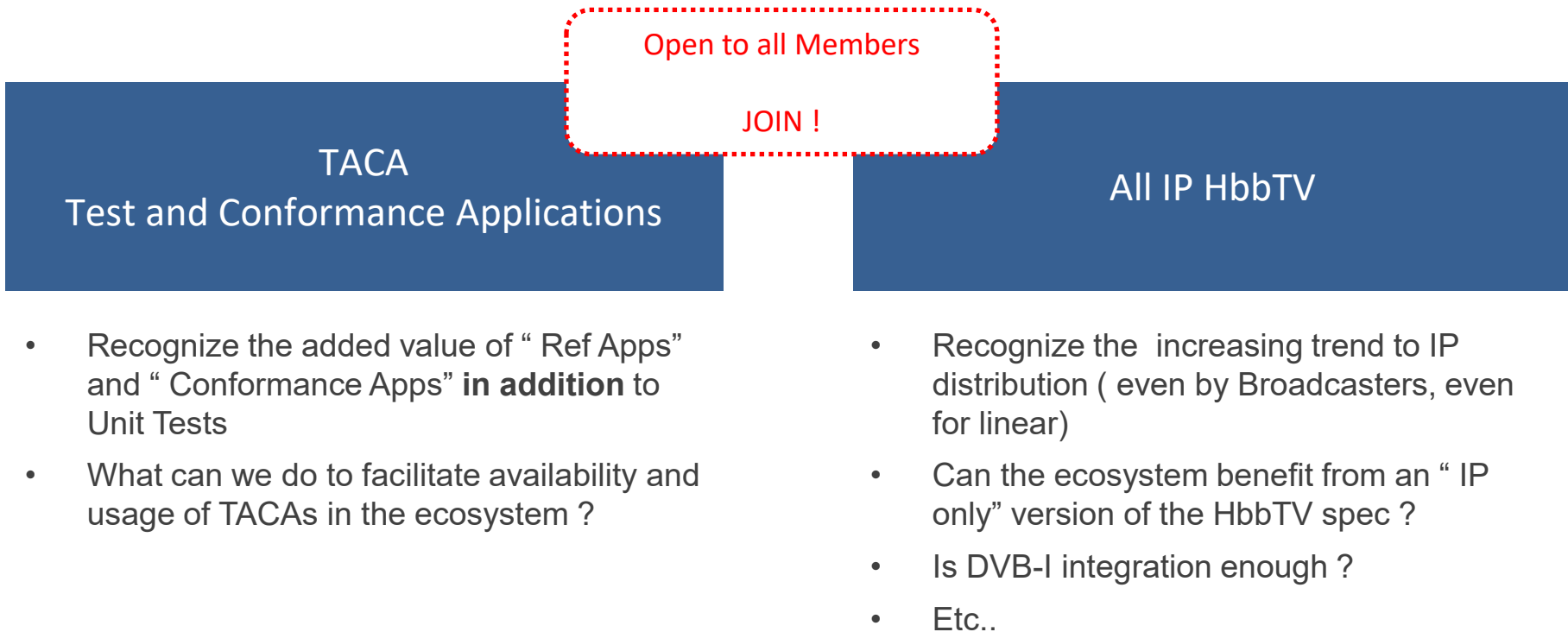
# ETSI Membership

- Change required as we were losing our normal relays towards ETSI
- Legitimate injection and handling of HbbTV specifications in ETSI
- Regular Member
- Area of Work for HbbTV = JTC Broadcast

First instance of direct HbbTV submission = DRM Specification



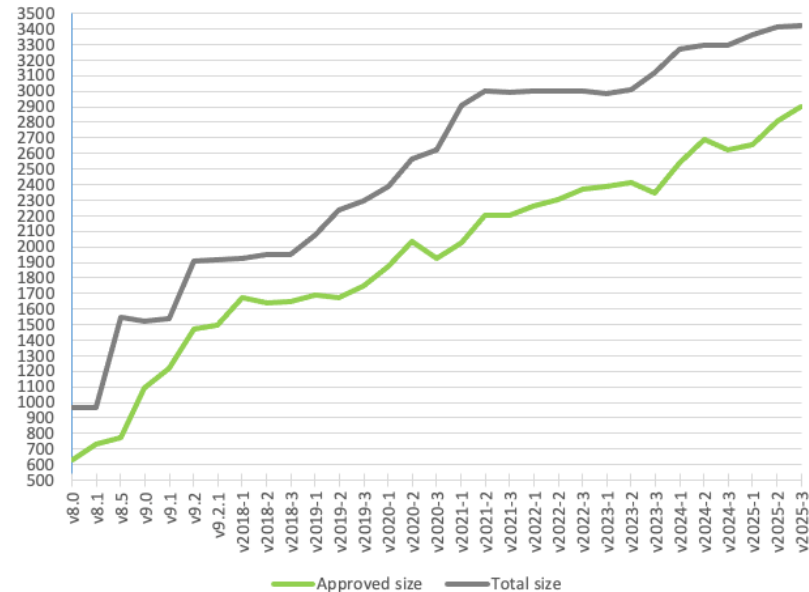
# Two important Study Mission Groups (SMGs) started in 2025



# Tests

- 3.400+ tests : 92% approved
- National DRM tests contributed by national bodies (Italy, UK) or Google/Resillion will be integrated
- ca 500 k€ budget in FY 25-26
- Significant maintenance orders

Version 2025-3 approved Oct 2025





# Interop Events : the now usual cycle

London Feb 2025

Milan – June 2025

Plus Virtual  
Remote  
Access !

Berlin – Oct 2025



# Living organization

- 3 long standing SG Reps have retired in early 2025
- have been replaced, with a careful handover from their companies ( thank you!)

Samsung : Christof FINGERHUT ( replacing John ADAM)

EveryOne TV : Alex RUSSEL ( replacing James JACKSON)

LGE : Hemanta LAMICHHANE ( replacing Stuart SAVAGE)

The Samsung logo in blue capital letters.The logo for 'everyone TV', with 'everyone' in red lowercase letters and 'TV' in a pink speech bubble.The LG logo, featuring a red circle with a white 'L' and 'G' inside, followed by the letters 'LG' in black.

# HbbTV keeps growing !



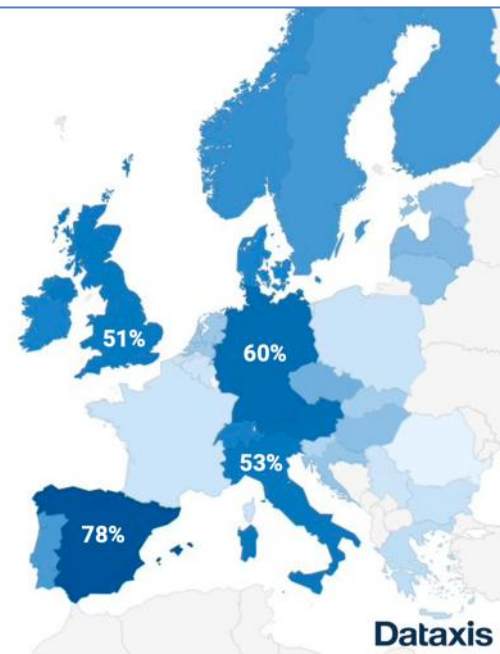
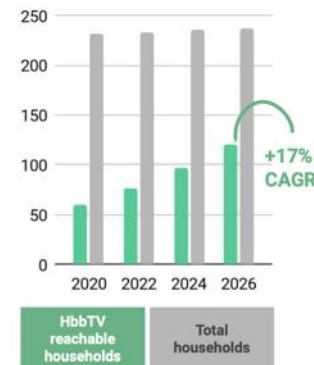
March 2025

120 million European households will be reachable on HbbTV equipped TV sets by 2026

Proportion of HbbTV reachable households 2024 forecasts



HbbTV reachable households In Europe (same as map scope)



Dataxis

### III. What's next in 2026 ?

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# Key stakes in 2026

- **Continue the normal operations** : tests, webinars, plugfests, etc
  - Deliver 2.0.5 ( including link to DRM guidelines)
  - Finalize 2.0.6 Scope
  - Keep our ecosystem dynamic & attractive; increased external presence (already started)
  - TACA SMG outcomes
  - All IP SMG outcome
- } : first implementation ?
- **SG Elections !**

Together, let us keep HbbTV going, serving and strong !

Thank You !