

SLR

Application Discovery

Dr William Cooper

Chief Executive
Service List Registry

slrdb.org

Service List Registry



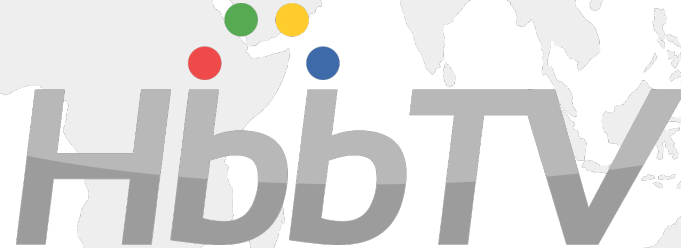
Introduction

A global platform to enable displays, devices, agents, and applications to access services online, ensuring interoperability and providing economies of scale.



Service Information
and Programme Metadata for DVB-I

ETSI TS 103 770 V1.2.1 (2024-09)
DVB BlueBook A177 Rev. 7. (July 2025)



Application Discovery
over Broadband

Phase 1 - ETSI TS 103 464 V1.1.1 (2016-09)
Phase 2 - ETSI TS 103 464 V1.2.1 (2020-05)

Service List Registry



Discovery

A light gray world map serves as a background for the text. The map shows the outlines of the continents: North America, South America, Europe, Africa, Asia, and Australia.

Television and video services are moving online, whether as hybrid services or entirely delivered over the internet.

It is no longer enough to distribute programming over various networks. It must be discoverable.

Service List Registry



HbbTV Registry Services



The Service List Registry is the exclusive provider of Application Discovery over Broadband for HbbTV applications.

The HbbTV Association has appointed the Service List Registry to act as the global registrar for the registration and resolution of unique service references under the domain hbbtvdns.org.

Application Discovery



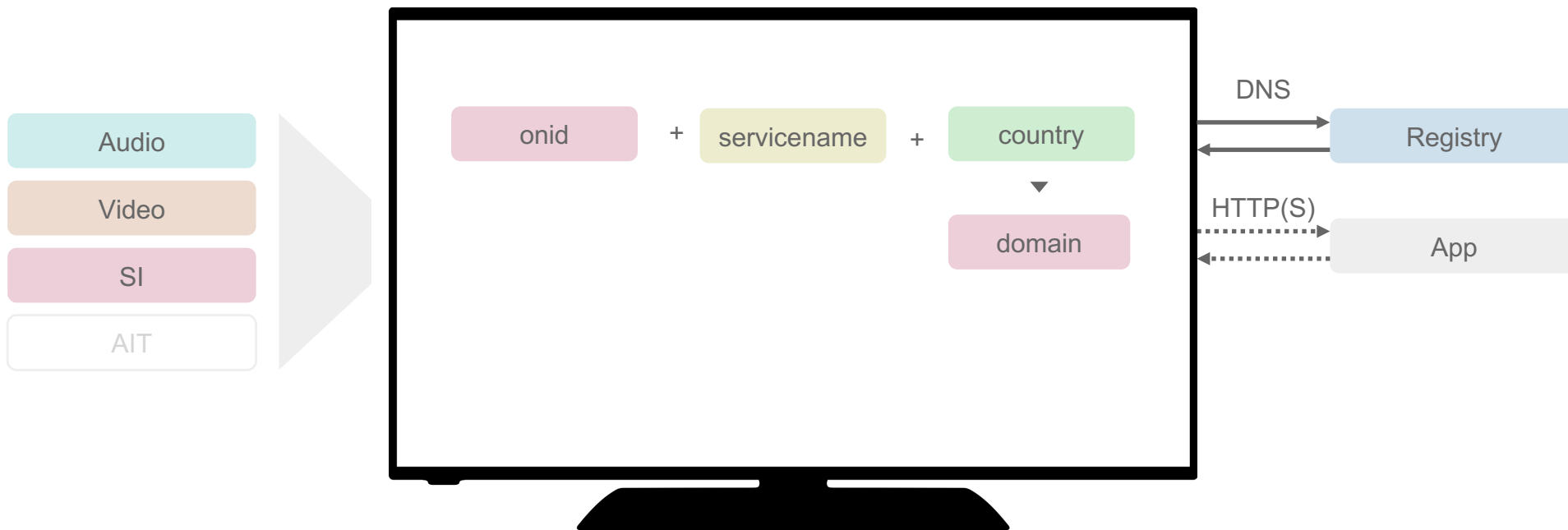
Application Discovery over Broadband is an independent HbbTV specification that allows smart TVs and set-top boxes to discover services and applications over the internet.

ADB enables an HbbTV device or display to discover whether a service has an associated HbbTV application, and if so, where to load it from, without relying on broadcast data.

Traditional broadcast reference



Application Discovery

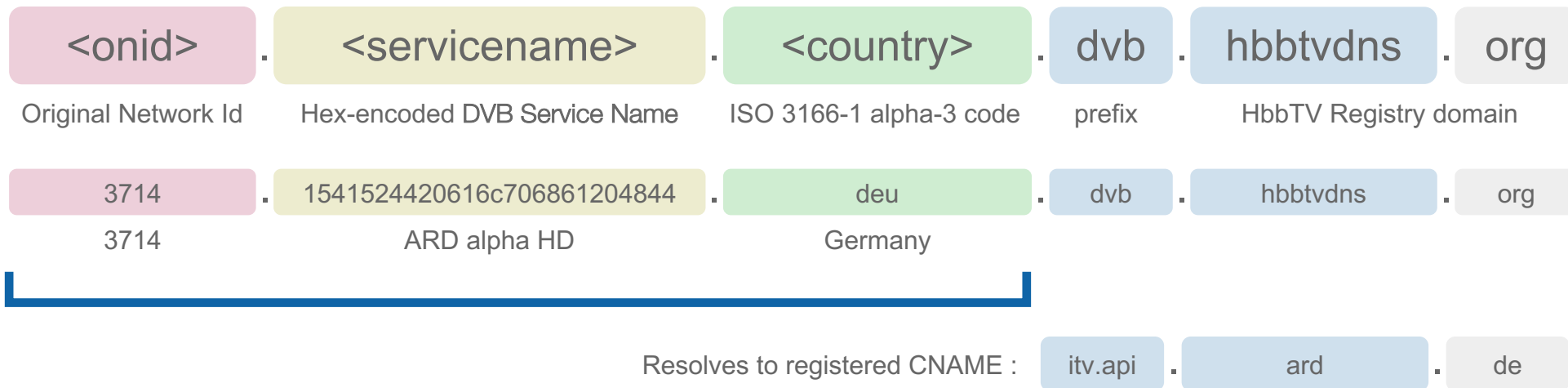


On first tuning to a service with no AIT, a compatible device will perform an ADB DNS lookup to obtain an application server URL and may cache the result.

HbbTV ADB



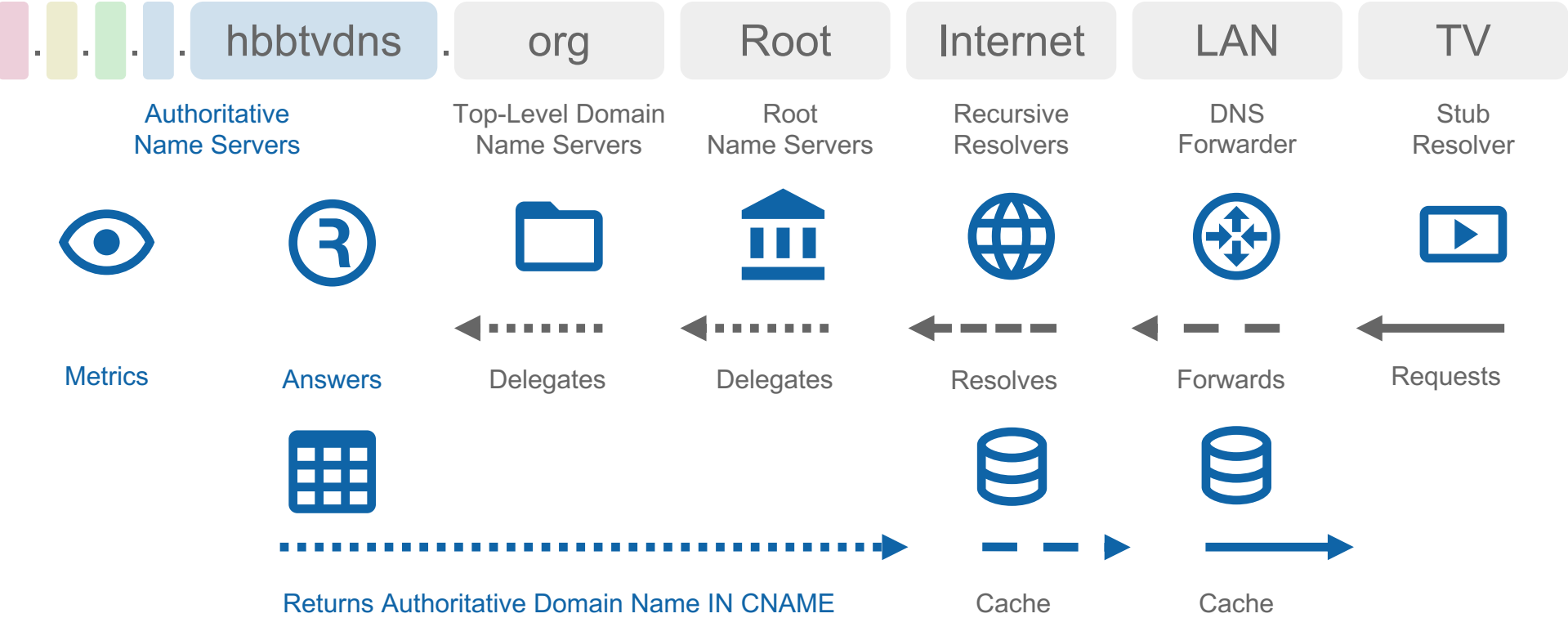
Domain name structure



HbbTV ADB



Domain name resolution



Deployed on AWS infrastructure across multiple regions, providing redundant networking and globally distributed edge locations engineered for resilience, fault tolerance, and low latency.





**How much is this
being used?**

HbbTV ADB



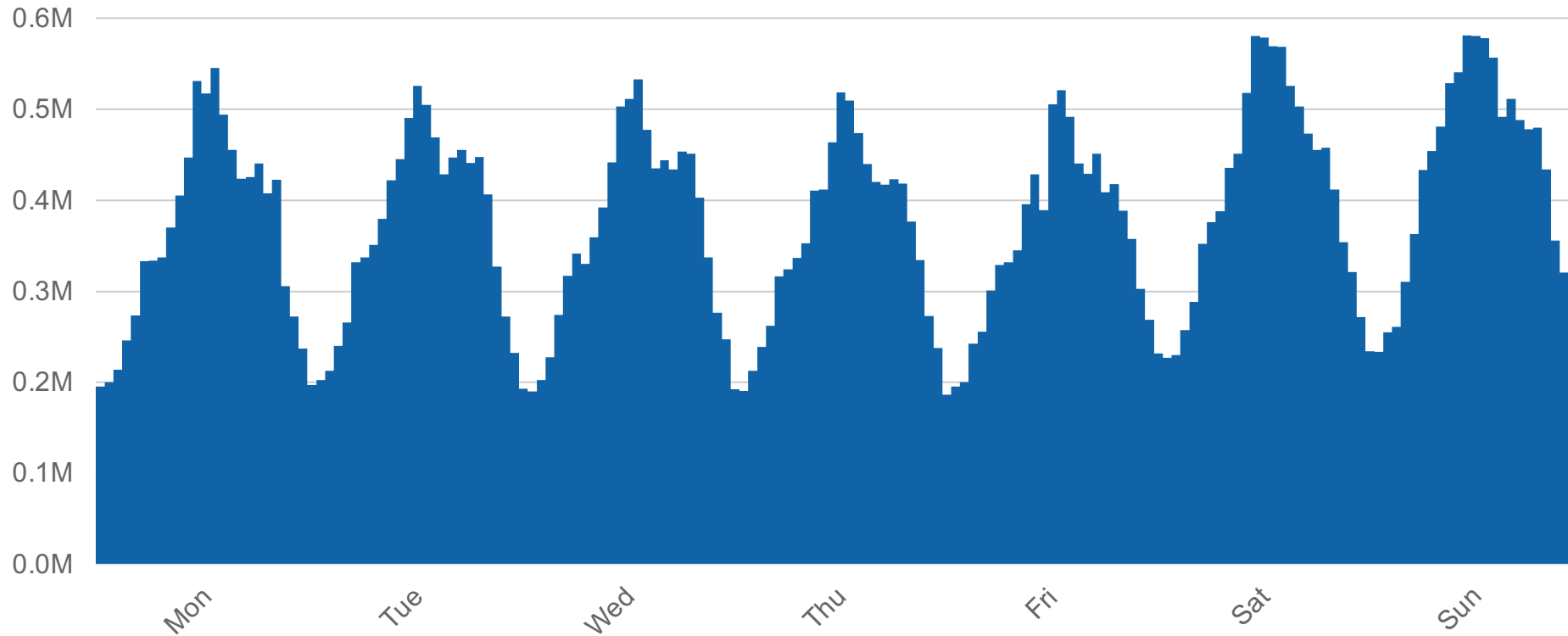
Traffic

- 
- A light gray world map is visible in the background of the slide, centered behind the text.
- We only see initial requests to resolve services.
 - Does not include services broadcast with AIT.
 - Requires television to be connected to the internet.
 - Nevertheless, the traffic is real and indicative.

Registry requests



10 million requests per day

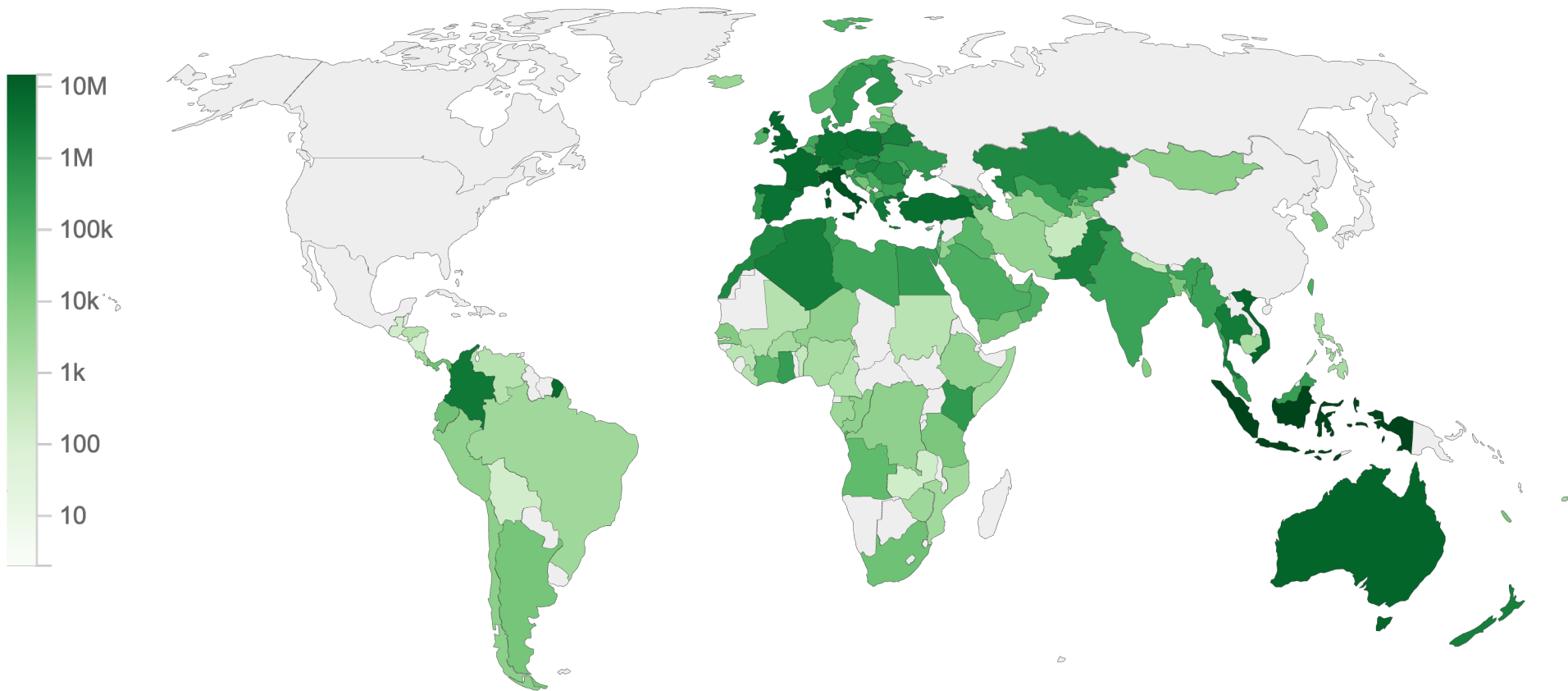


Source: DNS query requests to the authoritative resolver for hbbtdns.org, week commencing 27 October 2025 (UTC).

Registry requests



Geographic distribution

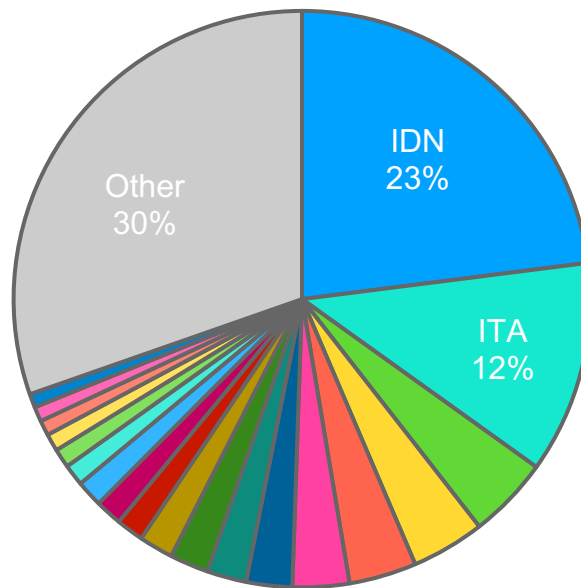


Source: DNS query requests to the authoritative resolver for hbbtvdns.org, week commencing 27 October 2025 (UTC). Total of 131 countries, excluding Russia.

Registry requests



Proportion by country



Top 10 countries

Indonesia
Italy
Australia
Vietnam
United Kingdom
France
Türkiye
Poland
Spain
Germany

IDN ITA AUS VNM GBR FRA TUR POL ESP DEU
GRC CZE COL THA DZA NZL BLR HUN PAK Other

Source: DNS query requests to the authoritative resolver for hbbtvdns.org, week commencing 27 October 2025 (UTC). 131 countries, excluding Russia.

Registry requests

Indonesia



Service	Requests
INDOSIAR HD	722475
SCTV HD	628506
TRANS 7 HD	567406
TRANS TV HD	530011
MENTARI HD	445609
RCTI HD	406308
MNCTV HD	400714
MOJI HD	394155
GTV HD	355585
iNews HD	314927
Other	6703977

This suggests many devices in this market support HbbTV, in the absence of a broadcast AIT.

Registry requests



Italy



Service	Requests
Canale5 HD	268152
Italia1 HD	207266
Rai 2 HD	193110
Rete4 HD	163603
Rai 1 HD	155966
Rai 4 HD	109581
Cine34 HD	96242
Iris HD	93550
20Mediaset HD	91173
Rai Movie HD	87817
Other	5868528

Source: DNS query requests to the authoritative resolver for hbbtv dns.org, week commencing 27 October 2025 (UTC). Filtered for ita. 4109 services.

Registry requests

Australia



Service	Requests
10 comedy	54145
TVSN	52560
10 drama	51389
SBS World Movies	50524
RACING.COM	49989
ABC NEWS	48758
SBS Food	48451
ABC Kids/ABC Family	47111
ABC TV	46858
SBS VICELAND HD	46703
Other	2276290

Major commercial networks have named regional variations for services.

Source: DNS query requests to the authoritative resolver for hbbtv dns.org, week commencing 27 October 2025 (UTC). Filtered for aus. 3966 services.

Registry requests

United Kingdom



Service	Requests
DMAX	6615
TV8 HD	6193
NOVE	5833
ITV1	5815
LA7 HD	5793
RADIO 105	5692
Italia1 HD	5689
RTL 102.5	5684
Canale5 HD	5620
Rete4 HD	5555
Other	2030953

Most United Kingdom services have a broadcast AIT.
Other services are mainly European services.

Registry requests



Germany



Service	Requests
Das Erste HD	24596
RTL Television	21102
VOX	19197
SAT.1	18639
ProSieben	13979
kabel eins	11730
ntv	11661
arte HD	11529
SUPER RTL	10498
RTL	9464
Other	696320

Source: DNS query requests to the authoritative resolver for hbbtv dns.org, week commencing 27 October 2025 (UTC). Filtered for deu. 3765 services.



**What happens if a
subdomain is not
registered?**



**Nothing.
The registry
returns an empty
response.**




**What are the
benefits of
registering?**

HbbTV ADB



Registration benefits

- 
- Insight into traffic that would otherwise be invisible.
 - Direct requests to your own endpoint or application.
 - Log metrics and identify patterns and trends.
 - Extend support for addressable advertising.

HbbTV ADB



Registration

A light gray world map serves as a background for the central text.

Registration fees:
€200 per service per annum

For further information visit:
slrdb.org/registry



Simple service selection

Service List Registry

Brock House
19 Langham Street
LONDON
W1W 6BP
UNITED KINGDOM

contact@slrdb.org
+44 (0)20 7993 2278

www.slrdb.org