

HBBTV WEBINAR



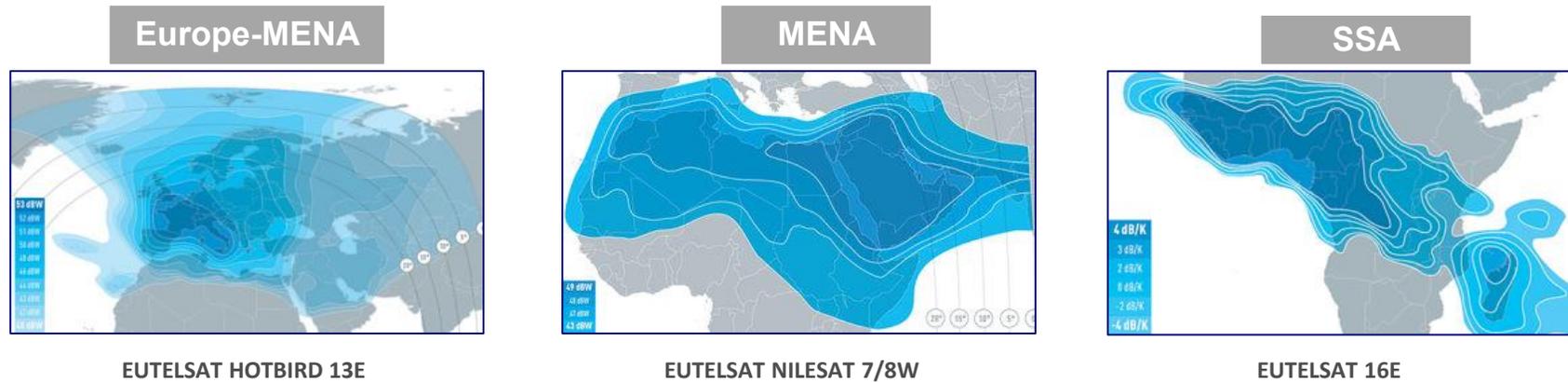
AUDIENCE MEASUREMENT AND ANALYTICS WITH HBBTV

March 13th, 2026

Audience Measurement over satellite : a challenge for broadcasters

Eutelsat broadcasts thousands of channels over its satellites

For each satellite, the broadcast coverage extends across part of a continent:



For broadcasters, this coverage makes it very challenging to measure and analyze their global audience

- Traditional measurement methods (panels, inquiries etc.) can be used for their « core territories », but is difficult to replicate at larger scale because this would require multiple partners in many countries
- For this reason, many channels lack visibility into their audience outside of their core territory

HbbTV as a large-scale Audience Measurement enabler

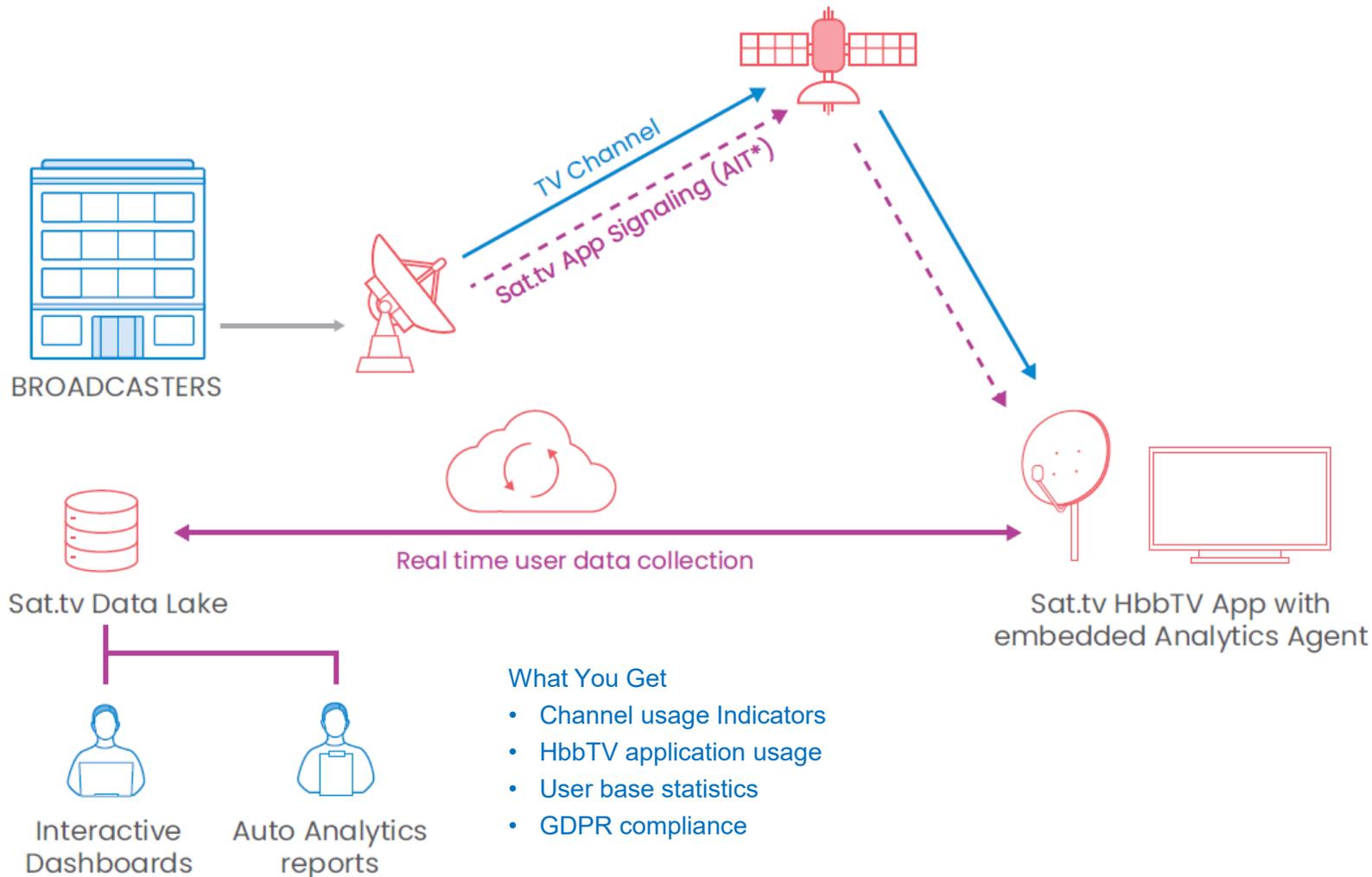
HbbTV technology can be used to measure audience over large territories

What do you need ?

- Create a simple HbbTV application just embedding a tracking agent, or integrate the tracking agent into an existing HbbTV application
- Insert an AIT table in the signal of the TV channel
 - ⇒ AIT signals the availability of the Application on the Channel, so that the Terminal can launch the Application
 - ⇒ Application is declared as « autostart »
 - ⇒ AIT is a small table and has no impact on the Audio / Video quality of the channel
- In Eutelsat case, we chose to integrate the tracking agent into our pre-existing HbbTV service (Sat.tv Connect)
- The sat.tv Connect application is mainly an enriched Channel Program Guide, branded to the colors of each TV Channel



High level principles



* AIT : Application Information Table

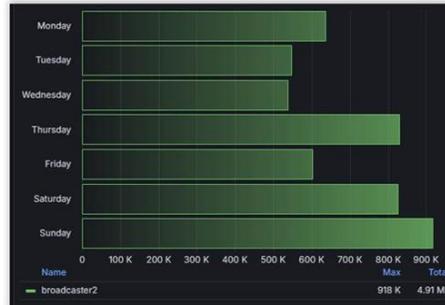
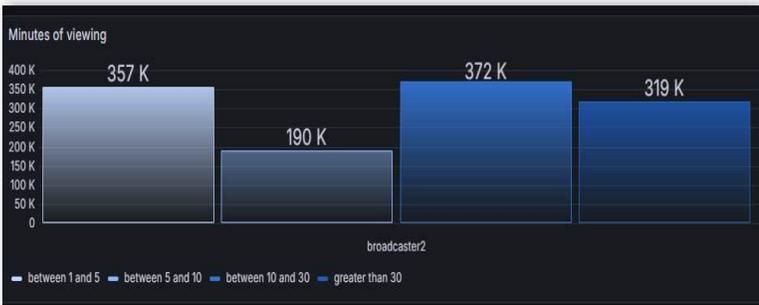
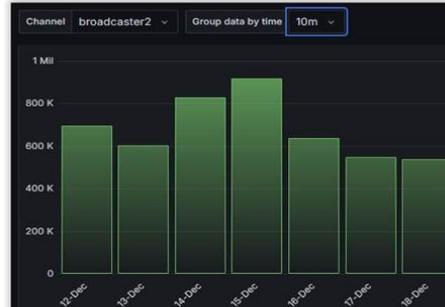
- The tracking agent runs in the background as long as the user stays tuned on the Channel
- It sends data to our data lake (located in the cloud) at regular intervals
- From there, near-real-time, interactive Dashboards are available, and automatic reports can be generated
- It is possible to configure the activation / de-activation of the tracking agent on a per channel basis
 - ⇒ means that the HbbTV Program Guide may be available with or without audience measurement
- The only requirement for the device is to be compliant with HbbTV core specification (HbbTV 1.5 and higher)
 - ⇒ Off-the shelves HbbTV Terminals

Example of Dashboards (test channel)



Unique accesses by time slots

| Days | 02:00 - 07:00 | 07:00 - 09:00 | 09:00 - 12:00 | 12:00 - 15:00 |
|------------|---------------|---------------|---------------|---------------|
| 2024-12-12 | 22458 | 23076 | 24121 | 43305 |
| 2024-12-13 | 21034 | 20522 | 24390 | 45589 |
| 2024-12-14 | 21127 | 26039 | 42118 | 83164 |
| 2024-12-15 | 21667 | 30026 | 60334 | 80890 |
| 2024-12-16 | 20604 | 21754 | 23255 | 43210 |
| 2024-12-17 | 22626 | 22701 | 24310 | 44289 |
| 2024-12-18 | 21308 | 20459 | 22535 | 45342 |
| 2024-12-19 | 20004 | 19840 | 21195 | 8518 |
| Mean | 21354 | 23052 | 30282 | 49288 |



Evolution of audience over time

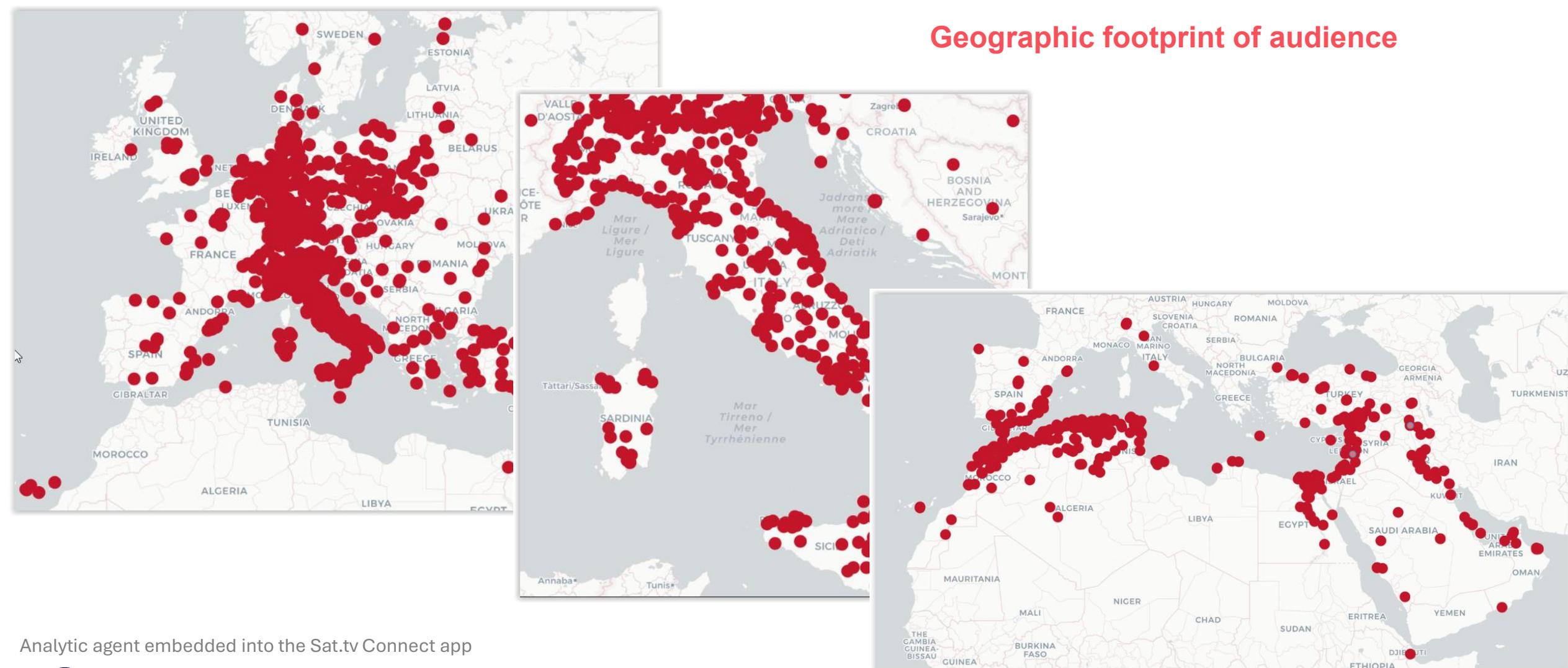
Performance of channel :

- Per time slot
- Per day
- Per day of week
- Per month

Duration of viewing sessions

Example of Dashboards (test channel)

Geographic footprint of audience



Analytic agent embedded into the Sat.tv Connect app

HbbTV audience measurement vs “Real” audience

Only a subset of the devices present on a territory is eligible to audience measurement through HbbTV

- Need an HbbTV compliant device
- Need an integrated satellite tuner
- Need the device to be connected to the internet

To estimate the « real » audience, some post-processing of the raw data is necessary, based on estimations of:

- Penetration of HbbTV
- TV connection rate
- These data are country-dependant
- They are likely to evolve over time

Beyond DTH audience measurement

The Analytics agent can be used to collect data other than audience : TV brands per country, application user settings, etc

Today we are measuring audience of DTH users only (i.e users with a dish pointed to one of our satellites)

We are working on extending audience measurement to « Redistribution Networks », i.e. channels from our satellites used to feed e.g. cable operators

Beyond audience measurement as such, this can also be used as a « building block » for other advanced services like targeted advertising



THANK YOU