

Recipient:

HbbTV Members

Potential suppliers

Request for information for HbbTV website redesign and consolidation

The HbbTV Association invites responses (the "**Responses**") from companies and individuals to be potential suppliers ("**Suppliers**") for the redesign and consolidation for the HbbTV Association's websites as specified in the attached request for information (the "**RFI**").

The content and structure of the Responses shall follow the guidance given in the RFI. Details of how to submit your Response and the deadline for submission are given in the RFI.

Any Supplier appointment shall be subject to an additional request for proposal process.

Dated 25 March 2026

Signed by

Vincent Grivet

HbbTV Chair

(no signature – electronic delivery)

For and on behalf of the HbbTV Association

Attachment: Request for information for HbbTV website redesign and consolidation

Request for information for HbbTV website redesign and consolidation

Issued by: HbbTV Association

Issue date: 25 March 2026

Response deadline: 30 April 2026

1. Introduction

The HbbTV Association operates two primary websites:

- **Main website:** <https://www.hbbtv.org>
- **Developer portal:** <https://developer.hbbtv.org>

These sites currently operate independently and are based on separate content management systems. Over time this has created challenges around navigation, search engine optimisation, content management and overall user experience.

HbbTV intends to consolidate these two websites into a single integrated platform with a refreshed design, improved navigation and a modern content management environment.

This Request for Information (RFI) is issued to gather indicative cost estimates, technical approaches and implementation options to support the HbbTV Association's 2026/27 budget planning process.

Following this RFI process, HbbTV expects to issue a formal Request for Proposal (RFP) to shortlisted suppliers once the budget has been approved.

This document provides background on the current HbbTV web presence and the rationale for consolidating the two existing websites. It outlines the objectives of the project, the proposed scope of work and the high-level structure of the future site. The document also describes the expected implementation approach, indicative project timeline and the information requested from suppliers in response to this RFI. The goal is to obtain indicative technical approaches and cost estimates that will inform the HbbTV Association's budget planning process and support the preparation of a formal RFP.

2. Objectives

The objectives of the website redevelopment are to:

- Consolidate the main HbbTV website and developer portal into a single platform
- Improve the user journey and navigation across technical and organisational content
- Refresh the visual design and branding
- Improve SEO performance
- Simplify content management workflows
- Provide a modern platform capable of supporting documentation, developer resources and news publishing

The resulting site should provide a coherent experience for multiple audiences including:

- Developers
- Broadcasters and platform operators

- Technology vendors
- Media and analysts
- Potential members of the HbbTV Association

3. Current websites

3.1 Main website

The main website (www.hbbtv.org) provides information about the HbbTV Association including:

- Organisation overview
- Membership
- Working groups
- Deployments
- News and events
- Resource library including specifications
- Contact information

Included within the website is a set of microsites created for each Symposium and Awards from 2018 to 2025 and will shortly be extended to include 2026.

The site is a WordPress 6.8.5 site and is currently maintained and hosted by a third-party supplier.

More details on the structure and size of the main site are given in section 12.

3.2 Developer portal

The developer portal (<https://developer.hbbtv.org>) was launched in 2022 and contains:

- Application developer guide
- API reference
- Resource and forums directories
- News, blogs and articles
- Application showcase

The developer portal site is also a WordPress 6.9.4 site and is currently maintained and hosted by a different third-party supplier to the main site.

Although the developer portal is relatively modern, the existence of two separate sites can make it difficult for developers to find relevant resources and creates duplication in content management.

More details on the structure and size of the developer portal site are given in section 12.

4. Proposed solution

The HbbTV Association proposes to create a single consolidated website combining the existing sites under a unified navigation structure.

Key elements of the site include:

- Main information website
- Developer documentation portal
- Symposium microsites and archive

- Deployment map
- Application showcase
- News and blog platform

The proposed navigation structure includes sections such as:

- Home
- About
- Documentation
- Resources
- Symposium
- News & Events
- Deployments
- Application Showcase

The detailed mapping of current content to the new structure is provided in section 11.

5. Scope of the RFI

Suppliers are invited to provide information and indicative pricing covering the following areas.

5.1 User experience and design

- Review of user journeys
- Information architecture and navigation design
- Visual design aligned with HbbTV branding
- Responsive design for desktop and mobile
- Accessibility considerations

5.2 Website implementation

- Development of the new website platform
- Migration of content from the existing sites
- Implementation of documentation areas including developer guide and API reference
- Implementation of the deployment map, showcase and resource areas
- Implementation of symposium microsites and archives

Given the existing two site and WordPress based, the current assumption is that the new platform will most likely be WordPress-based, however suppliers are welcome to propose alternatives.

Suppliers should detail the benefits of remaining with WordPress or using an alternative.

Post the migration the HbbTV marketing team would like to be self-sufficient in maintaining the site, outside of new functions and features. This would include creating new symposium microsites each year.

5.3 Content migration

Migration of existing content from:

- the main HbbTV website
- the developer portal

HbbTV expects the migration to occur in two phases, this is aimed to reduce risk, especially around the HbbTV Symposium in November 2026, when the availability of the symposium microsite is critical.

5.3.1 Phase 1 – Developer portal migration

Migration of the developer portal to the new platform including:

- implementation of the new design
- integration into the unified navigation structure
- migration of developer guide, API content, news archive and application showcase

5.3.2 Phase 2 – Main site migration

Migration of the main website including:

- organisational content
- resources and news (merger with the developer guide archives)
- deployments map
- symposium microsites

5.4 Hosting

HbbTV expects the site to be hosted on a managed website hosting service, contracted independent from the development supplier, although alternative proposals will be considered.

While the hosting will be contracted for separately, HbbTV is open to working with a hosting provider the developer has experience of working with and welcomes information on hosting options.

5.5 Support and maintenance

Suppliers should outline options for:

- ongoing maintenance
- bug fixes
- CMS updates
- plugin updates
- technical support

Indicative pricing should include:

- annual support costs
- support models and SLAs
- cost model for additional work and change requests

6. Indicative timeline

The expected timeline for the procurement process is:

Milestone	Target date
RFI issued	Early April 2026
RFI responses due	30 April 2026
Budget discussions	May 2026
RFP issued	Early June 2026
RFP responses	End of June 2026
Contract award	July 2026

The expected implementation timeline is:

- Developer portal migration: **by October 2026**
- Main site migration: **by January 2027**

7. Information requested from suppliers

Respondents are asked to provide the following information.

7.1 Company profile

- Overview of the company
- Relevant experience
- Example projects involving the proposed website platform and CMS
- Experience with technical documentation platforms

7.2 Technical approach

- Proposed platform architecture
- Recommended CMS approach
- Approach key areas
- Migration strategy

7.3 Indicative pricing

High-level estimates for:

- UX and design
- Website development & content migration
- Hosting (if applicable)
- Ongoing maintenance and support

Respondents may provide pricing for all or part of the scope, but should clearly indicate any dependencies between components.

7.4 Outline project plan

Respondents should provide an outline project plan for the design, implementation and migration.

The plan should make clear what the dependencies are on HbbTV to provide material and to sign-off deliverables.

7.5 Project team

- Proposed team structure
- Key personnel and experience

8. Submission details

Deadline for submissions: 12pm CEST 30 April 2026

Responses should be submitted by the deadline via email to Jörn Krieger, HbbTV MarCom, at communications@hbbtv.org.

Process, administrative and technical queries should be sent to Jörn Krieger at communications@hbbtv.org.

Queries should be clearly marked as confidential if the Supplier wishes them to be treated as such. Suppliers should send in questions related to RFI subjects within the first two weeks from the date of the RFI. Anonymized responses to these questions will be provided by HbbTV within five working days to all Suppliers.

9. Next steps

This RFI is intended to support budget planning only. The appointment of a Supplier will not be made on the basis of the responses to the RFI.

Following review of the responses, the HbbTV Association expects to issue a formal Request for Proposal (RFP) to shortlisted suppliers.

Notwithstanding any other provision of this RFI, HbbTV Association reserves, at its entire discretion, the right to:

1. Cancel or amend this RFI or issue other requests for information or requests for proposals (and in doing so will endeavour to communicate transparently and in a timely manner with all Suppliers)
2. Request Suppliers submitting proposals to resubmit proposals or provide additional information outside of the timescales detailed in this RFI
3. Exclude Suppliers from the RFP process who submitted proposals to this RFI
4. Included Suppliers in the RFP process who did not submit proposals to this RFI
5. Not to proceed with an RFP process

HbbTV Association has no duty to provide Suppliers any explanation or justification of its decisions not to accept a Proposal or to accept a Proposal only in part.

10. Terms

10.1 Intellectual property

The HbbTV Association retains all rights to all materials accompanying this RFI or materials made available separately by the HbbTV Association for the purpose of preparation of responses to this RFI. Nothing in this RFI gives recipients the right to use these materials for any purpose other than preparing responses to this RFI.

The HbbTV Association shall own all intellectual property rights of all material produced as part of website redesign and consolidation excluding elements licensed from third parties.

10.2 Exclusion of liability and costs

The HbbTV Association has prepared this RFI in good faith. To the extent permitted by law, the HbbTV Association excludes any liability (whether in contract, tort, negligence or otherwise) for any incorrect or misleading information contained in this RFI.

Any costs or expenses incurred by any Supplier or other person under the present submission process will not be reimbursed by the HbbTV Association and neither the HbbTV Association nor any of its representatives will be liable in any way to any Supplier or other person for any costs, expenses or losses incurred by any Supplier or other person in connection with this RFI.

10.3 Confidentiality

All sections of the RFI responses may be shared with any member of the HbbTV Association.

10.4 Applicable law and dispute settlement

This present RFI, as well as subsequent RFPs and negotiations shall in all respects be governed by and construed in accordance with Swiss law.

The present RFI must be regarded as a modality of a negotiation subject to the general rules of the Swiss Code of Obligations. Swiss law does not subject requests for information or proposals in the present context to any specific rules, such as e.g. public procurement rules, and HbbTV Association is entirely free to enter into contract with whatever Supplier it considers best suited for the awarded work. As a consequence, no claims can be brought against the HbbTV Association out of the present procedure. For all practical purposes, the following dispute settlement rules shall nevertheless apply:

All disputes arising out of or in connection with the present RFI shall be submitted, in the first instance, to the Dispute Adjudication Board ("**DAB**") in accordance with the Dispute Adjudication Board Rules of the International Chamber of Commerce (the "**DAB Rules**"), which are incorporated herein by reference.

The DAB shall consist of three (3) members to be appointed as follows: when a dispute arises that could not be amicably settled, each of the potential Supplier and HbbTV Association (each a "**Party**", collectively the "**Parties**") may send a written notice to the other Party requesting the establishment of the DAB. Each Party shall then within 10 business days appoint one independent DAB member who must have the following credentials: (i) be demonstrably experienced in the subject matter of the dispute, and (ii) be an employee or representative of a company that is a member of the HbbTV Association. The two appointed DAB members shall appoint, within 10 business days, the third independent DAB member, who shall act as chairman of the DAB.

The DAB procedure shall be purely private, and the parties shall not revert to the ICC Dispute Board Center. Problems arising from not having the support of the ICC Dispute Board Center shall be resolved ad hoc by the DAB.

For any given dispute, the DAB shall issue a decision in accordance with the DAB Rules and within a time period of 2 months. The deadlines for the various steps of the procedure shall be set (and if longer deadlines are mentioned in the DAB Rules be systematically reduced) to allow for a swift rendering of the decision of the DAB within the time limit of 2 months.

If (i) any Party fails to comply with a decision when required to do so pursuant to the DAB Rules, (ii) any Party sends a written notice to the other Party and to the DAB expressing its dissatisfaction with a decision, as provided in the DAB Rules, (iii) the DAB does not issue the decision within the time limit of 2 months, or (iv) if the DAB is disbanded pursuant to the DAB

Rules, the dispute shall be finally resolved by arbitration in accordance with the Swiss Rules of International Arbitration of the Swiss Chambers of Commerce (the "**Swiss Rules**") in force on the date when the notice of arbitration is submitted in accordance with these Swiss Rules. The number of arbitrators shall be one (1). The applicable procedure shall be the expedite procedure under Article 42 para 1 of the Swiss Rules (in particular: award to be made within six months). The seat of the arbitration shall be Geneva and the arbitral proceedings shall be conducted in English.

Each Party hereby: (i) irrevocably consents to the exclusive jurisdiction of such arbitral tribunal for the resolution of such disputes; (ii) irrevocably waives any objection that it may now or hereafter have to the venue of any such action or proceeding in such arbitral tribunal or to the convenience of conducting or pursuing any action or proceeding in such arbitral tribunal; and (iii) irrevocably waives any right to a trial by jury regarding the resolution of any dispute between the Parties hereto.

Neither the DAB procedure, nor the arbitration under the Swiss Rules oblige the HbbTV Association to suspend or abort its work on the submission, assessment and testing of test material.

11. Proposed site map

The following is a proposed navigation structure for the consolidated site. The structure is subject to change. The HbbTV Association is interested in alternative structures that Suppliers may wish to propose.

Existing top level	Second level menu / page	Source
Home		Combination of the two existing sites. Providing sign-posts to major activities and events, an overview of HbbTV and summary of recent news items. Sign-up to mailing list.
About	Overview	MS > Overview MS > How to join
	Working Groups	MS > Working Groups
	Members	MS > Members
	FAQ	MS > Q&A
	Contact	MS > Contact
Documentation	Specifications	MS > Specifications
	Application developer guide	DP > Developer guide
	API reference	DP > API reference
	Device testing	MS > Resources > Testing information and support
Resources	Forums	DP > Forums
	Webinars	MS > Resources > Webinar Series

Existing top level	Second level menu / page	Source
	Logo	MS > Resources > Using HbbTV Logo
	Interoperability Tools	MS > Resources > Interoperability Tools
	Services directory	MS > Resources > HbbTV Zoo Directory
	Developer resources	DP > Resources
	Application registry	DP > Resources > Application registry
	Archive	MS > Resources > Archive
Symposium	Years (2018 – 2026) + Archive	MS > Resources > Symposium and awards
News	Press releases	MS > News
	News	DP > News
	Blogs	DP > Blogs
	Articles	DP > Articles
	Events	MS > Event calendar
Deployments	Deployments map	MS > Deployments
	Showcase	DP > Showcase (built around key use cases for HbbTV)

Other key elements are:

- Search
- Links to the member Causeway portal
- Links to social media
- Access to privacy policy
- Consent management

Simplified footer, more aligned with the Developer Portal than the Main Site.

MS = Main HbbTV site

DP = HbbTV developer portal

12. Overview of existing sites

The section gives an overview of the structure and size of the existing HbbTV sites.

12.1 Main site

12.1.1 Pages

The main site has a multi-level menu structure from the top navigation menu. Most menus are two level, some one level and one goes to three levels.

Most pages replicate the second level menu structure on the right-hand side. However, these menus are not 100% consistent with the top nav menu.

Existing top level	Second level menu	Plan	Size
Home		Retain and enhance	1
Overview	HbbTV Overview	Enhance into a single About page	1
	How it works	Enhance into a single About page	3
	Highlighted HbbTV Apps	Replace with DP Showcase	1
	Q&A	Enhance as a FAQ	1
Membership	Membership information	Move to an About section	1
	How to join	Move to an About section	1
	Members Area	Move to link in Top Nav Bar (like DVB)	1
	Members	Move to an About section	1
Working groups	Steering, requirements, specification, marketing & education, testing	Move to About section	6
Deployments		Retain (could combine with Showcase)	1+
News	News	Retain and enhance to have multiple categories (press releases, news, blog)	TBC
	Newsletter	Deprecate (combine with News)	1
	Event calendar	Retain – try and include more events where HbbTV members have some presence	1+
Resource Library	Developer Portal (link)	Deprecate – content now with in main site.	0
	Specifications	Move to subsection of Documentation	1
	Testing information and support	Move to subsection of Documentation	1
	Interoperability Tools	Subsection of Resources	1
	HbbTV Zoo Directory	Subsection of Resources	1

Existing top level	Second level menu	Plan	Size
	Security	Move/combine	1
	Webinar Series	Subsection of Resources	1
	Symposium and awards	Move to top level	+++
	Whitepapers and presentations	Move into news section	1
	Video library	Move to Showcase and make link to YouTube page	1
	Current RFI/RFP	Subsection of Resources (need see if there is a better place)	1
	10 year anniversary special	Deprecate and share material across the site. Update and include timeline in About page. Ensure historic material is included in other archives, including News, YouTube video library and application showcase.	6
	Using HbbTV Logo	Subsection of Resources? Or About	1
	Archive	If this needs to be kept, then keep as a subsection of Resources.	1+
Contact		Retain but move link to about section. Probably not used enough to merit a top nav position.	1

12.1.2 Plugins

The main site uses several WordPress plugins, the main one effecting its functionality are:

- Advanced Custom Fields PRO
- Advanced Custom Fields: Nav Menu Field
- Contact Form 7
- Contact Form DB
- Custom Post Type UI
- File Upload Types by WPForms
- Formidable Forms & Formidable Forms Pro
- Formidable Visual Views
- Page scroll to id
- Relevanssi
- The Events Calendar
- WP Table Builder

12.2 Existing Developer Portal

12.2.1 Pages

The developer portal has a single menu structure from a top navigation menu.

Existing Top Level	Plan	Size
Home	Combined with Home page of the main site	1
Developer Guide	Move to subsection of new top level Documentation section	43+
API Reference	Move to subsection of new top level Documentation section	76
Resources	Combine with main site Resources section	1
News & Blogs	Combine with News section on main site	62+
Contributors	Add to introduction of the developer guide	1
Forums	Add links into Documentation and combined with Resources	1
Application Showcase	Replaced highlighted HbbTV Apps on main site	13+

12.2.2 Plugins

The developer portal uses several WordPress plugins, the main one effecting its functionality are:

- Advanced Custom Fields Pro
- Advanced Google reCAPTCHA
- Code Syntax Block
- CookiesYES | GDPR Cookies Consent
- Custom Post Type UI
- Nested Pages
- Smart Slider 3