



# Open and Efficient Access to TV sets for Broadcasters' services

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**Chairman of HbbTV Association**

Vincent GRIVET – Chairman of HbbTV  
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# Key trends of the TV world ( you all know it)

- Linear TV declines and is progressively equalled by VOD (all forms)  
[ NB : but linear still very substantial ]
- Broadcast distribution declines, replaced by IP (even for linear)
- (S)VOD/ streaming now embracing the core DNA attributes of linear TV; live, sports, advertising
- Digital advertising grows while traditional TV advertising stagnates;
- (close to) All TV sets being Connected TV sets, working as “app machines”

## Entering a hybrid world

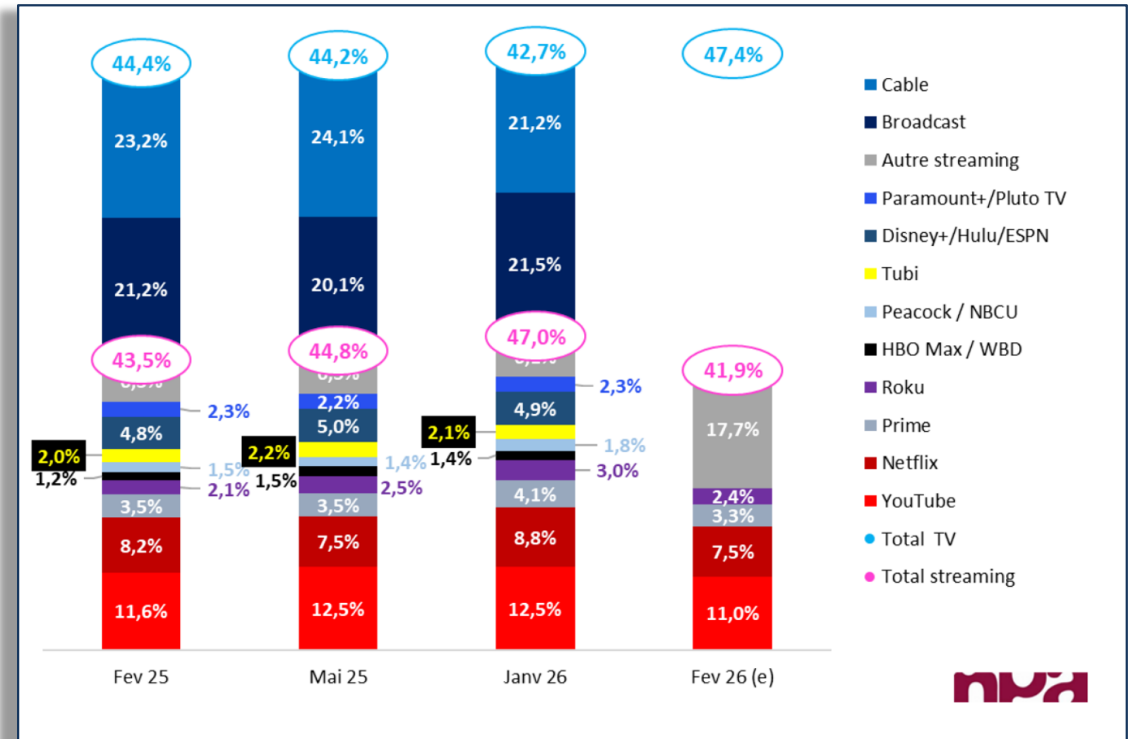
## Co-leadership of Broadcasters and Streamers

# Co-Leadership of Broadcast and Streaming

## THE WALL STREET JOURNAL.

### Delayed Nielsen Data Will Show Traditional TV Back on Top (for Now)

For a moment, it seemed like streaming had finally overtaken television. But February's numbers on viewing time—using a new demographic data source—say not so fast

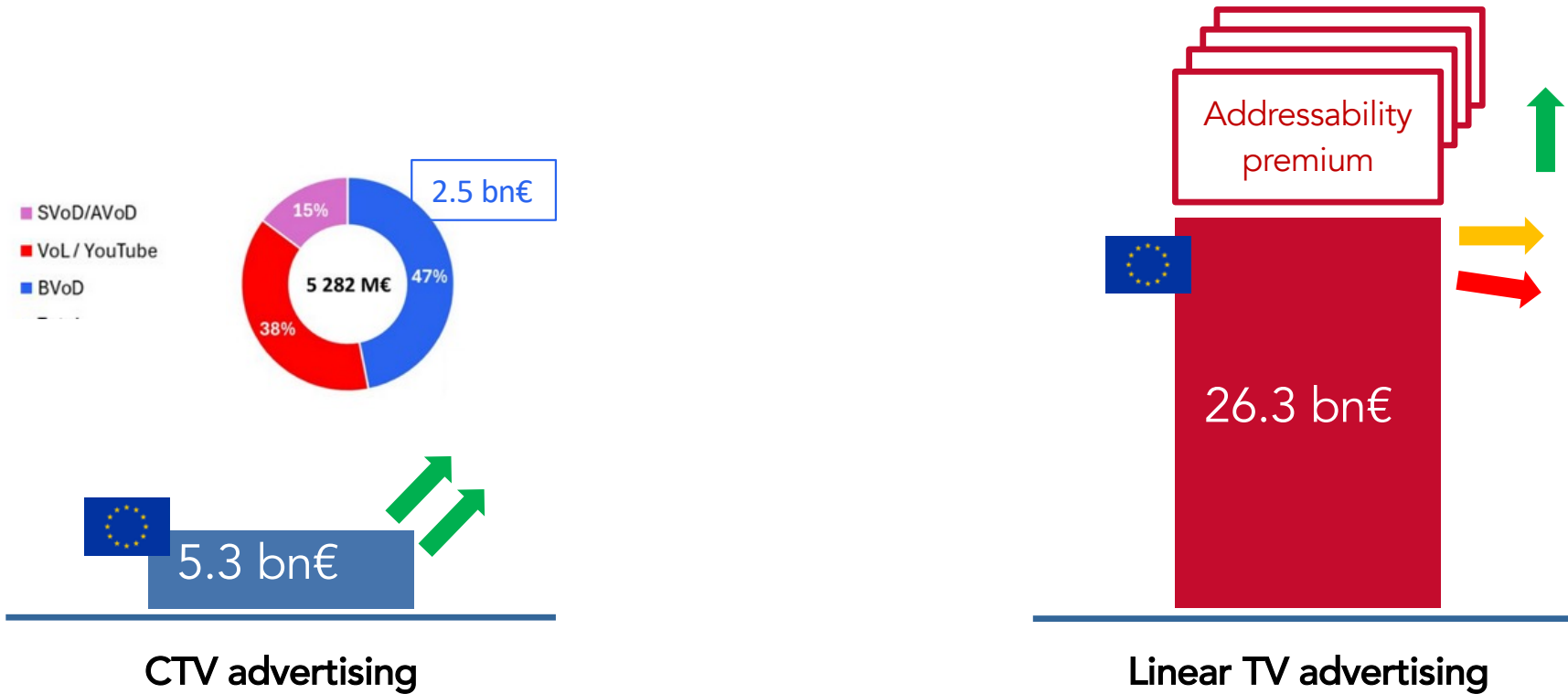


# Key Stakes for Broadcasters ?

(what they do, and will or should do more in the future)

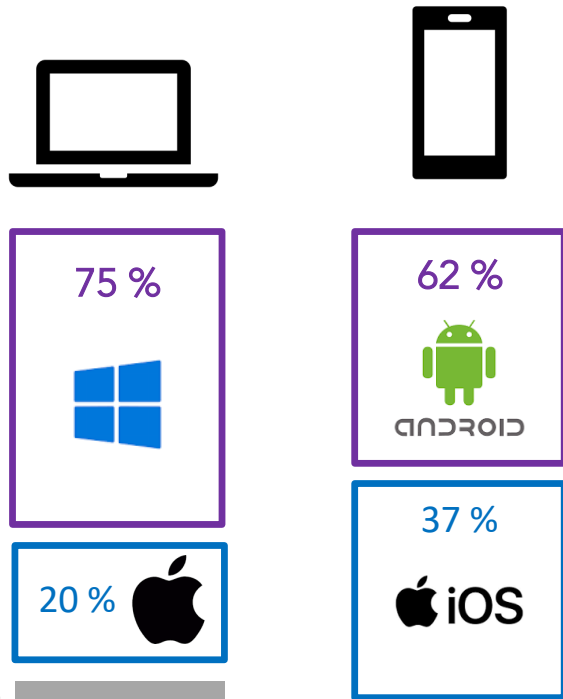
- Broadcasters actively redefining themselves , with some success, as hybrid media providers ; linear + VOD
- Need to install services on CTVs ( eg : a broadcaster app on TV set)
- Develop addressable advertising, on VOD **and** on linear
- From network specific to network agnostic

# Why broadcasters need to go addressable



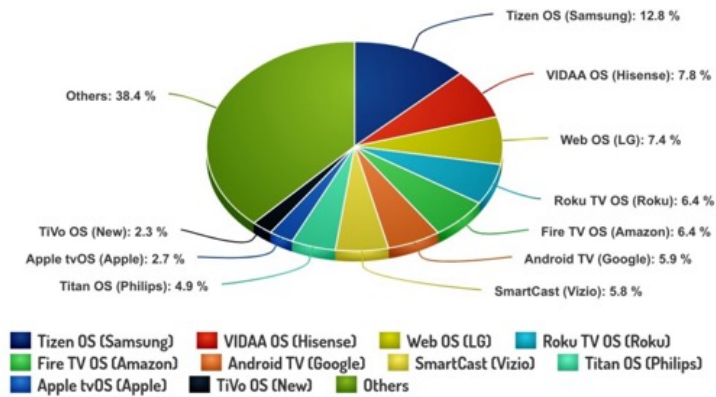
Source : NPA Conseil – European Audiovisual Observatory – BMV Analysis

# Challenge : CTV is a fragmented world



2024 GLOBAL SMART TV OS MARKET SHARE

Source: CTVMA



## The CTV silos may create significant challenges for Broadcasters

- Need to manage 10-15 distinct technical environments ( apps), with diminishing returns
- Broadcaster is one app amongst many : loss of prominence
- The rules of the CTV are set by the CTV / OS maker and may not fully align to the Broadcasters' preferences
  - Data ownership ( and reselling)
  - Disaggregation and selective promotion of content
  - Audience measurement & ownership
  - Control of ad inventory /ad sales / ad tech
  - Cost of having an app on a CTV
- CTV remains widely un-regulated (vs DMA which mitigates dominance of gatekeepers in Mobile and Web)

## HbbTV makes the world of CTV more friendly for broadcasters

- ✓ Technology **unification** – de-fragmentation
- ✓ Enables Broadcasters to deploy new IP minded-services with **reasonable business autonomy and safety**
- ✓ Enables Addressable Advertising on CTVs , **including on live broadcast**
- ✓ **Natural companion of DVB-I** which unifies distribution networks



# What Broadcasters can do with HbbTV

- ✓ Any service / function which can be done in CTV can be done in HbbTV (and even more)
  - ✓ **B2C services** : “red button”, replay, start-over, enriched TV/information, accessibility, EPG, search, voting, personalization, multi-camera, UHD enhancement, ..
  - ✓ **B2B services** ; consent, audience measurement, addressable advertising
- ✓ Open Spec (no royalty)
- ✓ Launch point = TV content (not a menu); enables Broadcasters to exploit their linear leadership
- ✓ Transversal, horizontal : one app for all TV brands ( vs N apps) and all delivery networks
- ✓ 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”)

# Who is HbbTV ?

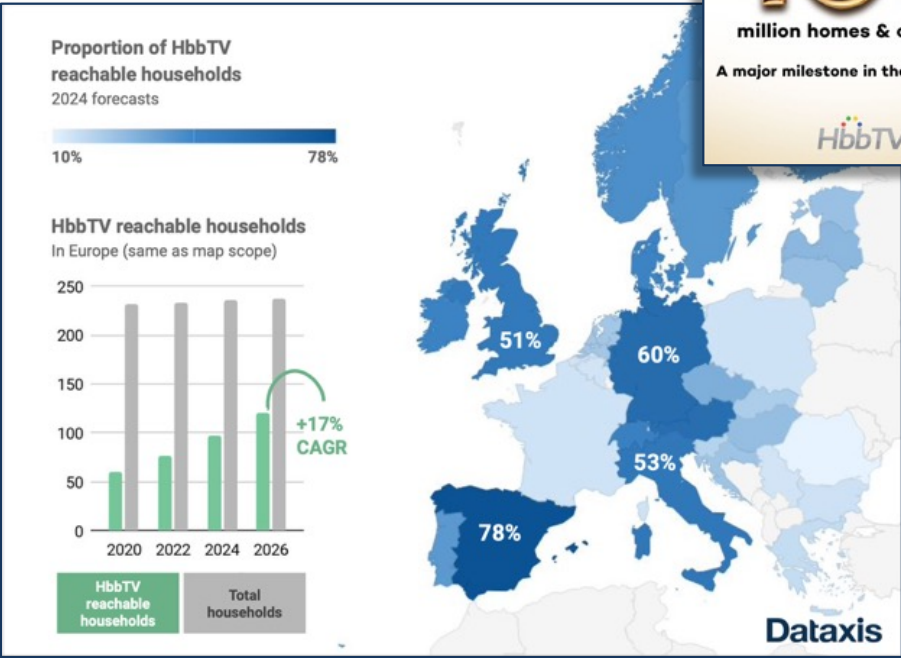
a global initiative dedicated to providing open standards for the delivery of advanced interactive TV services through broadcast and broadband networks for connected TVs and set-top boxes

- Non profit : industry led standardization body, 15 years of cooperation
- Specifications + tests + ecosystem support
- European focus (but now beyond Europe)
- 60+members;
- Initial focus : enrich broadcast with interactive services
- Current focus : open standard for CTVs, independently of Broadcast networks; IP-ready

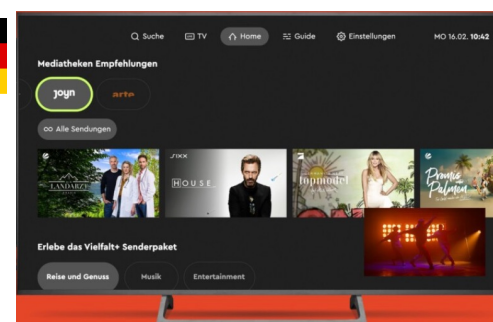
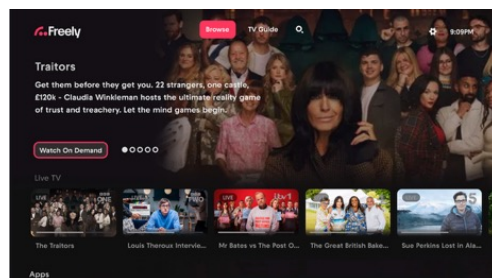
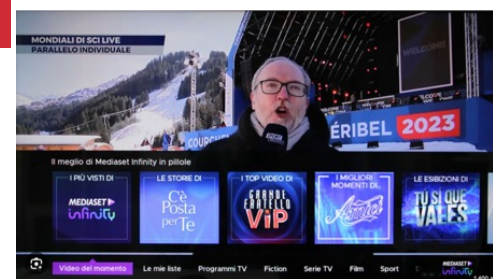
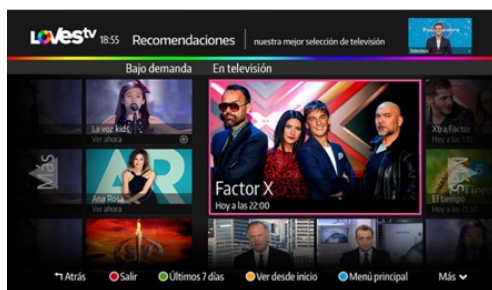


# A proven technology, at scale in Europe ... and beyond

**HbbTV hits**  
**100**  
 million homes & counting!  
 A major milestone in the future of TV  
 HbbTV



# Broadcasters across Europe rely on HbbTV to organize their presence in a connected world



... and many more across Europe, and beyond

## Wrap-Up

- We are in an era of hybrid and co-leadership of Broadcasters and Streamers
- This happens on Connected TV sets
- CTV may pose quite severe risks for Broadcasters, starting with technical fragmentation
- HbbTV creates the open and efficient access to TVs ( and viewers) which Broadcasters need
  - All modern features and functions are available
  - Technical unification : a single app
  - A friendly and controlled application environment - avoid unwanted intermediation
  - Must-have companion of DVB-I which unifies distribution networks

Come & Join !

# 14TH HBBTV SYMPOSIUM & AWARDS

18-19 Nov 2026

Catalonia Barcelona Plaza  
Barcelona - Spain

HbbTV



3cat

Thank You !



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