

HbbTV opens Call for Sponsors for HbbTV Symposium and Awards 2026

Geneva, 18 May 2026 – The HbbTV Association, the global initiative developing open standards for advanced interactive TV services delivered via broadcast and broadband networks, invites industry players to become sponsors of the 14th HbbTV Symposium and Awards, taking place on 18-19 November 2026 in Barcelona, Spain.

The event will be held at the Catalonia Barcelona Plaza, a landmark four-star hotel and conference venue located directly on Plaça d’Espanya, and will be co-hosted with 3Cat, Catalonia’s public media corporation.

The 2026 Symposium will follow the established two-day format. The opening day will present a concentrated conference programme featuring keynotes, presentations and roundtables on the most relevant developments in the connected TV (CTV) ecosystem. The agenda will address HbbTV’s role as a unifying framework in a fragmented CTV landscape, the HbbTV-based evolution of audience measurement towards more precise and real-time insights, the latest advances in addressable advertising, and the growing adoption of HbbTV in new markets.



The conference will also explore emerging user experiences such as AI-driven personalisation, gaming on connected TV platforms, second-screen and XR-enhanced content, and next-generation accessibility. The evening will host the HbbTV Awards 2026, celebrating outstanding achievements across the global HbbTV community. The second day will again adopt an unconference format, enabling participants to shape the discussions directly and collaborate in an informal, highly interactive environment.

Sponsorship of the [HbbTV Symposium and Awards 2026](#) provides a high-visibility, targeted platform for companies to showcase their brand and engage with senior decision-makers across the TV ecosystem, from broadcasters and platform operators to manufacturers, technology providers, regulators and advertisers. The packages offer branding opportunities, exhibition space and promotional visibility across the venue and



digital channels. A detailed overview of sponsorship packages is available for download [here](#).

“The HbbTV Symposium and Awards brings together the key players shaping the future of connected TV. For sponsors, it offers a unique opportunity to engage directly with broadcasters, platforms, manufacturers and technology innovators at a moment when the industry is accelerating investment in addressable advertising, measurement and advanced services. We warmly welcome companies wishing to showcase their solutions and connect with an international, top-level audience,” said Vincent Grivet, Chair of the HbbTV Association.

Companies interested in gaining visibility, connecting with stakeholders, and showcasing their products and services are invited to make use of the commercial opportunities offered at the event, including tailored sponsorship packages and exhibition space. For further information, please contact **Mr. Andrea M. Michelozzi**, Dime Comunicaciones, Tel: +34 611 048 295, email andrea@dimecomunica.com.

About the HbbTV Association

Hybrid broadcast broadband TV (or "HbbTV") is a global initiative developing a specification enabling the delivery of advanced and interactive TV and entertainment services to consumers through a combined use of both broadcast and broadband networks. The HbbTV specification is developed by industry leaders to improve the video experience of consumers on connected TV sets, set-top boxes and multiscreen devices. The HbbTV specification uses elements of existing specifications from other standards including OIPF, CEA, DVB, MPEG-DASH and W3C. With the incorporation of activities from the Open IPTV Forum (OIPF) in 2014 and Smart TV Alliance in 2016, HbbTV is able to address service providers and technology suppliers for IPTV services as well as the combined scope of broadcast and over-the-top (OTT) services.

HbbTV is organised as a non-profit association registered in Switzerland and has around 80 members which include all global TV manufacturers, the large European broadcasters and TV platforms as well as a vast array of global technology and chipset vendors. More information: www.hbbtv.org

Contact HbbTV Association

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About 3Cat

3Cat is Catalonia's public media corporation with a reputation for excellence in producing and broadcasting audiovisual content in Catalan. With a track record of more than 40 years, it is an industry leader thanks to a crosscutting offering that integrates television, radio and digital content on our 3Cat platform. TV3 has been the leading television channel in Catalonia for the past 16 years,



the 3Cat platform is the third most-used digital platform among Catalans, and Catalunya Ràdio continues to grow, closing 2025 with the highest audience figures in its history.

Throughout our history, we have created thousands of high-quality productions - shows, series, documentaries, films and children's content - many of which have won national and international awards. This constant commitment to innovation and creativity has established us as a key player on the European audiovisual scene.

In 2025 3Cat made more than 160 new productions, including documentaries, fiction, entertainment and animation programmes, many of which premiered on major TV channels and in cinemas. This figure reaffirms our commitment to the growth of the industry and our role as an audiovisual content factory across all formats and genres in Catalonia.

3Cat is committed to innovative projects with global reach, connecting with audiences of all ages and beyond our borders. Through strategic agreements with production companies, we have driven forward hundreds of projects that have found financing and international visibility, contributing to establishing a strong, competitive and globalised audiovisual sector.

3Cat offers content that transcends borders, reflects our culture and connects with the world. More information: www.3cat.cat

Contact 3Cat

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