



HbbTV Association launches HbbTV Application Showcase New central hub for real-world HbbTV deployments

Geneva, 26 May 2026 – The HbbTV Association, a global initiative dedicated to providing open standards for advanced interactive TV services via broadcast and broadband networks, is pleased to announce the launch of the HbbTV Application Showcase.

Designed as a central destination for the HbbTV community, the Application Showcase highlights state-of-the-art, real-world HbbTV applications from broadcasters, platform operators, technology providers and other market players around the world. It offers a curated view of how HbbTV is being used in practice, demonstrating the variety of features and services made possible by HbbTV.

The showcase includes interactive programme enhancements, interactive advertising, on-demand catalogues, EPGs, FAST Channel access, gaming, accessibility services and addressable advertising. By presenting these examples in one place, the service provides insights into how HbbTV supports a compelling, modern, flexible viewing experience across different markets and device environments.

A key strength of HbbTV is its ability to deliver one application for all connected TV ecosystems, removing the need to develop and maintain separate apps for different proprietary operating systems. The showcase demonstrates how this universal approach enables consistent, scalable deployments across devices, manufacturers and brands.

To ensure a strong starting point, the showcase is currently populated with selected applications from recent HbbTV Awards entrants. This provides an initial cross-section of use cases, markets and implementation styles, offering immediate value to developers, product teams and decision-makers exploring what HbbTV can achieve.

All industry stakeholders are invited to contribute additional applications. The entries can be uploaded via the submission form available on the Application Showcase page. All submissions will be reviewed prior to publication to ensure consistency, accuracy and quality.

“The HbbTV Application Showcase is an important new resource for our community. It brings together top-level, real-world examples of HbbTV applications, demonstrating the richness and diversity of services enabled by the open standard,” said Vincent Grivet, Chair of the HbbTV Association. “These applications highlight how HbbTV enables seamless, engaging and interactive viewing experiences, bringing together a wide range of services within a consistent connected TV environment. We believe this showcase will



inspire innovation, support knowledge sharing and underline the unique value of HbbTV as a universal platform.”

The showcase can be accessed at: https://developer.hbbtv.org/showcase_app

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

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