

## HbbTV opens Call for Speakers for HbbTV Symposium 2026

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**Geneva, 10 June 2026** – The HbbTV Association is pleased to announce the Call for Speakers for the 14th HbbTV Symposium and Awards 2026. The annual summit of the connected TV industry will take place on 18-19 November in Barcelona, Spain, co-hosted with 3Cat, Catalonia’s public media corporation.

The HbbTV Symposium and Awards 2026 will bring together broadcasters, platform operators, streaming providers, advertisers, standards organisations, device manufacturers and technology companies from across the connected TV ecosystem. The event offers a unique platform for networking, exchanging experiences, showcasing innovations and discussing the latest developments in connected television.

### Call for Speakers now open

The HbbTV Association invites industry executives, technology experts, researchers and practitioners to submit proposals for presentations or panel discussions that align with the conference’s strategic themes for 2026.

### Focus topics of the 2026 conference agenda

- HbbTV as a unifying framework in an increasingly fragmented connected TV landscape, including research and insights on CTV market developments
- How can HbbTV and DVB-I help secure broadcaster prominence and visibility on smart TV operating systems?
- Experiences from the first large-scale DVB-I deployments and the role of HbbTV in these rollouts
- Audience measurement with HbbTV, including real-time analytics and enhancements to traditional TV ratings systems
- Monetisation opportunities through addressable advertising, interactive gaming and other innovative solutions on connected TVs using HbbTV
- HbbTV expansion into new markets and regional deployment experiences
- AI in HbbTV applications, including AI-assisted development, automated coding, content discovery, recommendations, chatbots, accessibility solutions and personalised user experiences

Speakers are encouraged to share real-world case studies, innovative service implementations, deployment experiences, research findings and forward-looking



insights relevant to these themes. Proposals covering additional topics of interest to the HbbTV community will also be considered.

The conference programme will feature presentations, panel discussions and roundtables. Presentation slots should not exceed 10 minutes. All submissions will be evaluated by the HbbTV Marketing and Education Working Group (MEWG), which is responsible for organising the Symposium programme. Speakers will receive complimentary admission to the event.

### **How to apply**

Industry executives and experts interested in speaking at the HbbTV Symposium and Awards 2026 in Barcelona are invited to submit an outline of their proposed contribution through the [online submission form](#).

Please provide:

- Presentation title
- Abstract (maximum 200 words)
- Speaker biography (maximum 150 words)
- Speaker photo

The deadline for submissions is **30 June 2026**.

Details on the sponsoring packages for the HbbTV Symposium and Awards 2026 and the preceding preview and demo events can be found in the [sponsorship brochure](#) (PDF).

Details on the 2026 Symposium, the venue, conference and media partners are available at <https://www.hbbtv.org/14th-hbbtv-symposium-and-awards-2026/>.

### **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](http://www.hbbtv.org)

#### **Contact HbbTV Association**

HbbTV MarCom

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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](http://www.3cat.cat)

#### **Contact 3Cat**

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