

## HbbTV Awards 2026 open for entries

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**Geneva, 22 July 2026** – The HbbTV Association, a global initiative dedicated to providing open standards for the delivery of advanced interactive TV services through broadcast and broadband networks for connected TV sets and set-top boxes, today announced the opening of entries for the HbbTV Awards 2026.

The contest will take place as part of the [14th HbbTV Symposium and Awards](#) on **18-19 November 2026 in Barcelona, Spain**, jointly hosted by the HbbTV Association and **3Cat, Catalonia's public media corporation**. The event will be held at the Catalonia Barcelona Plaza Hotel and will bring together leading figures from across the connected TV ecosystem.

The HbbTV Awards, now in their ninth edition, showcase and celebrate best practice, innovation and excellence within the HbbTV community. The HbbTV Awards ceremony will take place on the evening of **18 November**, the first day of the conference.

Providers of HbbTV applications, services, technologies and solutions are invited to submit their entries through the [online submission form](#). The competition is free to enter, and the website also provides further details.

**Entries can be submitted via** <https://forms.gle/rLrfLJH1P5dgSPwY7>

For 2026, the HbbTV Association has streamlined and updated the Awards categories to reflect current developments and market dynamics. A new category, **Excellence in HbbTV Audience Measurement & Analytics**, recognises the increasing importance of HbbTV-enabled TV audience insights, improved measurement accuracy and advanced analytics. The growing relevance of HbbTV in audience management solutions is also highlighted in this year's Symposium conference programme and supported by the recently established [HbbTV Audience Measurement Application Interest Group](#).

The categories for the HbbTV Awards 2026 are:

- **Excellence in HbbTV Audience Measurement & Analytics**
- **Outstanding HbbTV Advertising Campaign**
- **HbbTV Application Innovation Award**
- **HbbTV Enabling Technology Award**
- **HbbTV Rising Star Award**

**Companies may enter as many submissions as they like in up to two categories**, with each submission requiring a separate form to be completed. Entries will be judged by a



panel of industry experts based on criteria including innovation, technical excellence, execution, impact and contribution to the HbbTV ecosystem.

The **HbbTV Rising Star Award**, formerly known as the “HbbTV Newcomer of the Year” Judges’ Award, has been changed into a regular award category. Companies can now nominate themselves or third-party organisations, including customers, partners, suppliers or other companies. This award celebrates organisations that are relatively new to HbbTV and have demonstrated exceptional innovation, technical excellence, market impact or commitment to the growth of the ecosystem.

The closing date for submissions is **18 September 2026**. A shortlist of finalists will be put forward to a panel of industry experts who will select the winners.

“The HbbTV Awards have become an important platform for recognising innovation and excellence across the connected TV ecosystem. The updated categories reflect the evolution of the market, including the growing importance of audience measurement, advanced advertising, innovative applications and the technologies enabling new services. I encourage all companies developing HbbTV-based solutions to submit their achievements and compete for recognition at the HbbTV Symposium and Awards in Barcelona,” said Vincent Grivet, Chair of the HbbTV Association.

The HbbTV Application Showcase provides examples of the broad variety of innovative applications enabled by HbbTV, including many previous Awards submissions, shortlisted candidates and winners: [https://developer.hbbtv.org/showcase\\_app/](https://developer.hbbtv.org/showcase_app/)

The winners of the **HbbTV Awards 2025**, held in Istanbul, included 3Cat, TVekstra, Everyone TV and BCI Digital for their outstanding achievements in accessibility, advertising, technology innovation, content discovery and HbbTV service delivery.

#### **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**

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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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