

Frank
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DVB-I in Germany

HbbTV Webinar “DVB-I goes live with HbbTV”
07/2026

Agenda

1. Overview
2. Milestones
3. Structure of The Service List
4. The (new) role of HbbTV
5. Outlook



Paving the way to DVB-I in Germany



"German DVB-I Pilot" Successful DVB-I kick-off.
Transition to official bodies in 2024



Content Providers & Manufacturers
Technical Implementation

DTVP  **Task Force DVB-I**
"DVB-I Implementation Profile"

"Round Table" DVB-I + Project office
"DVB-I Book Germany", Framework conditions



DVB-I

Market
Launch
&
Operation

2026

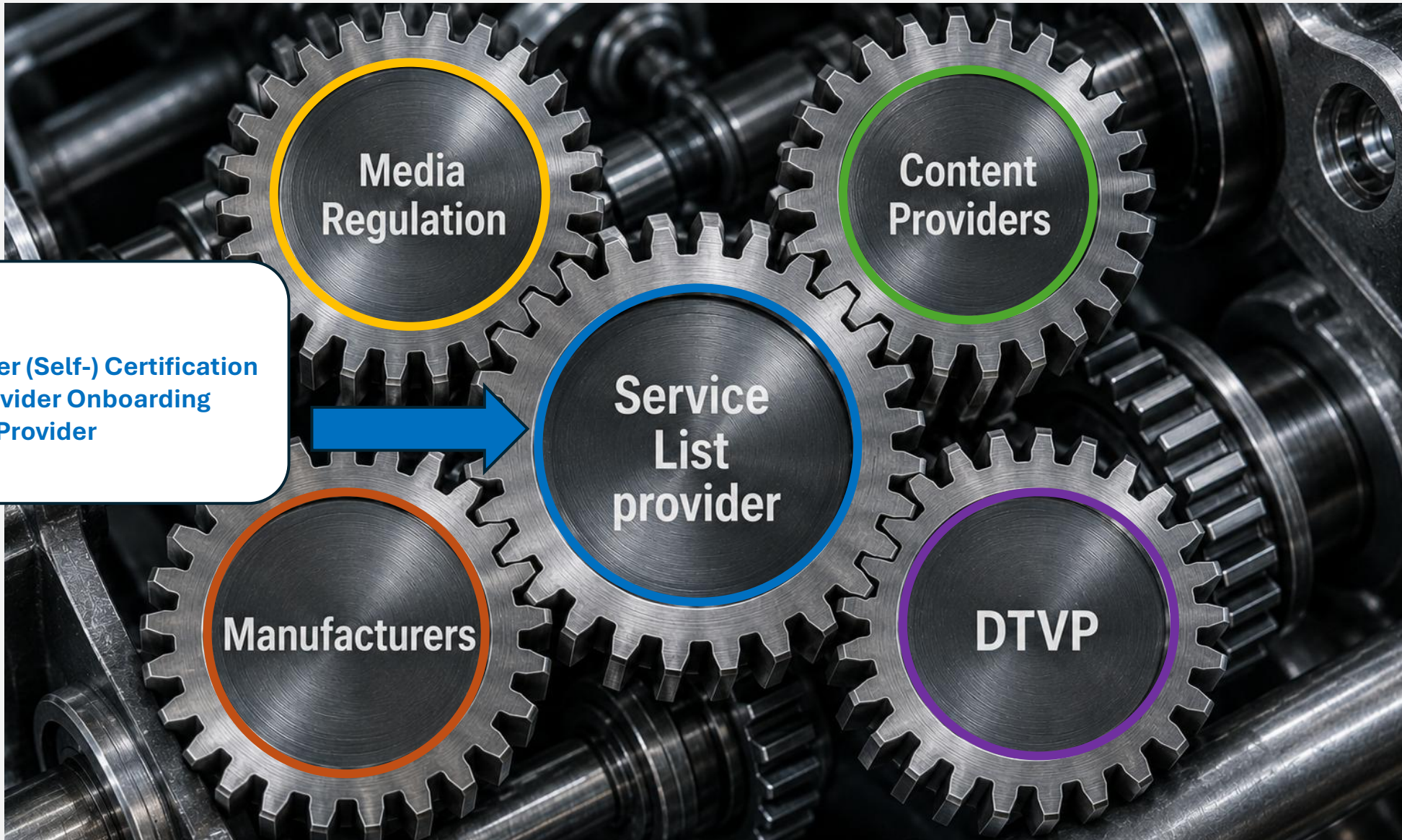
2023

2024

2025

2026

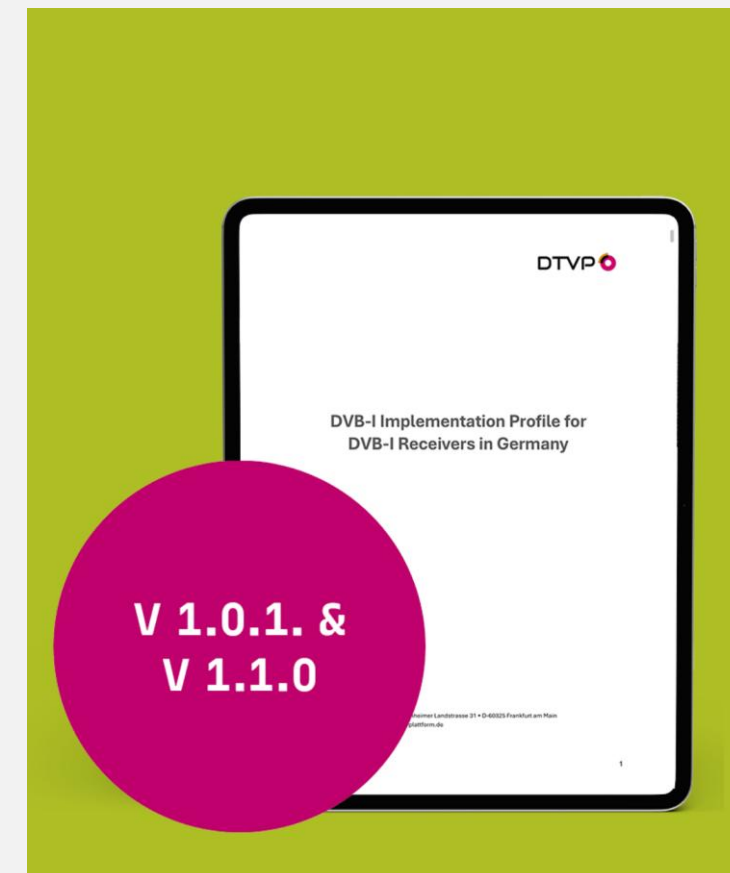
DVB-I, German Service List Partnerships



- **SL Provider**
- **Manufacturer (Self-) Certification**
- **Content Provider Onboarding**
- **SL Registry Provider**

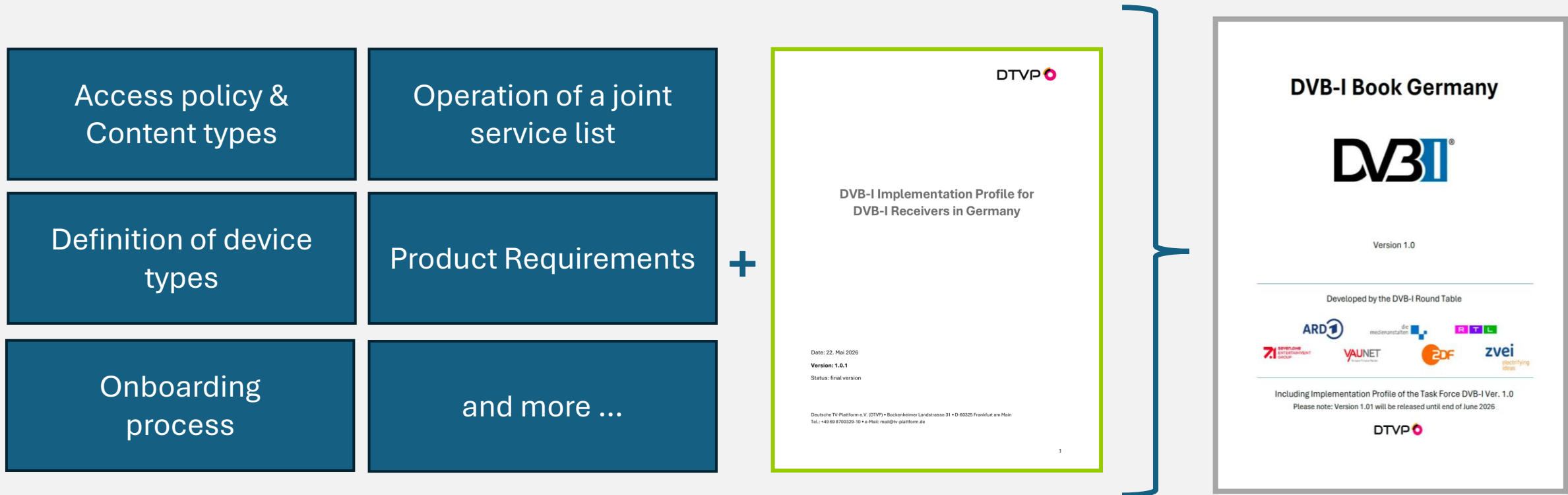
Task Force DVB-I: Implementation Profile

Specification Releases DVB-I A177 Rev.6 HbbTV 2.0.4	Reception Technologies	DRM Support CI+ Instance Handling
Regionalization of Service List	SL-Metadata, Content Guide Metadata	DVB-I Service Registry
Service List Updates	DVB-T / C / S / S2 Integration	Service Instance Priority and Fallback Management
Accessibility	DVB-I Test Cases	and more ..



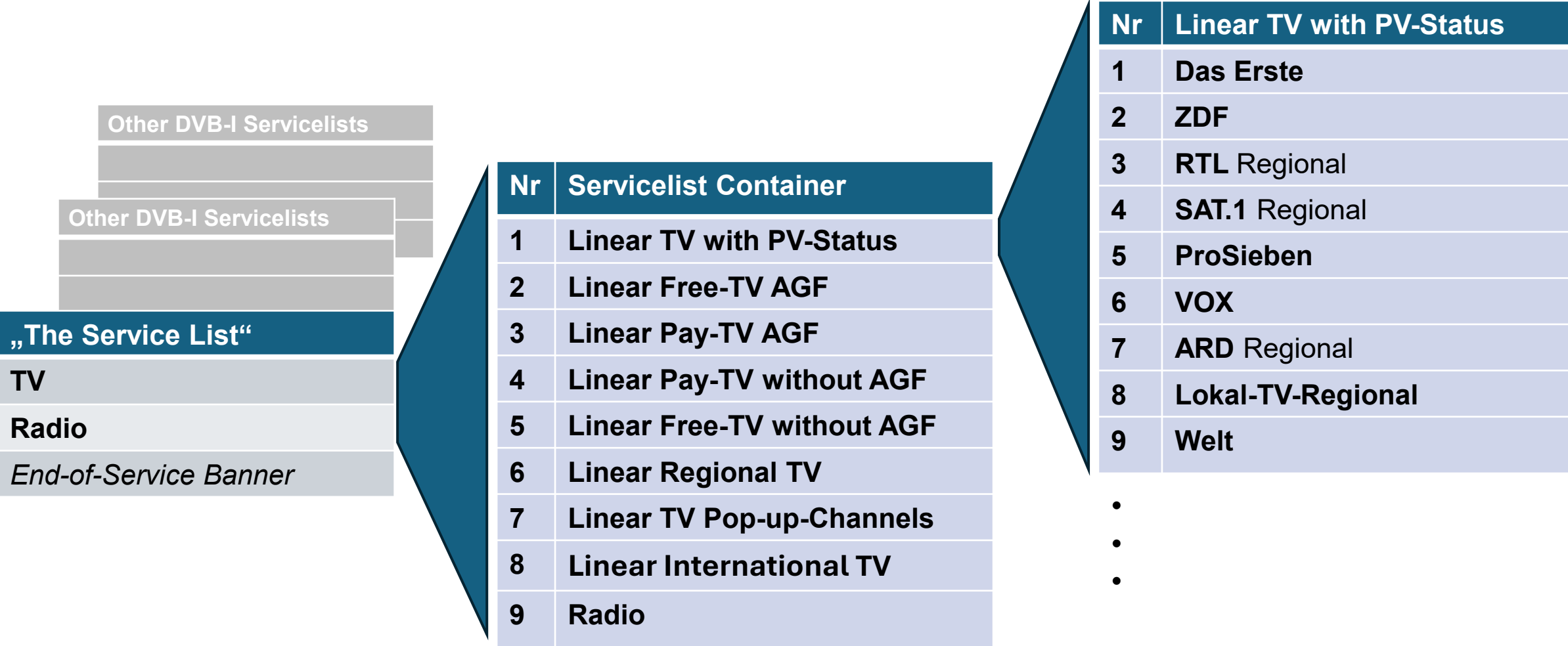
- Developed by DTVP in close co-operation with the Round Table groups and with input from international experts.
 - Completed by DVB-I InterOp test activities
- Download-link: [DTVP DVB-I Implementation Profile](#)

DVB-I Book Germany V1.0



- The technical, regulatory and organisational framework required for the launch of DVB-I (MVP)
- The DVB-I Book Germany is available at: www.bmt-online.de/en/dvb-i-in-germany

Structure of „The Service List“ according to DVB-I Book Germany



Requirements (DVB-I Book):

- **DVB-I Receivers** include connected TVs, set-top-boxes and streaming devices with **support of DVB-I and HbbTV**
- For the provision of a consistent DVB-I product design the Service Providers in The Service List **should offer HbbTV**

- The Service Provider should provide the following **colour keys assignments for HbbTV**:

Red Button	Blue Button	Yellow Button	Green Button
Launch bar	Instant restart, if function is available or privacy notice as a uniform fallback, if no Instant Restart is available	Customisable by each Service Provider	Content links (e.g. deep links, links to streaming services, media libraries)

Requirements (DVB-I Book):

- Service Providers can use **HbbTV linked applications type 1.2** for controlling media presentation. (This allows e.g. DRM-protection, Consent management and LogIn)
- DRM settings in linked applications shall be in agreement with the "**HbbTV DRM Specification (2025-07)**"

➤ HbbTV is an elementary component for the realisation of the German DVB-I offer

Wrap up

- DVB-I Book Germany and Implementation Profile have been published
- Implementation of "The Service List" and testing are already well underway
- Next steps:
 - finalising contractual frameworks for the service list provider, service providers and device manufacturers
 - start of receiver self-certification
 - onboarding of television and radio services
- DVB-I Launch date

