

SLR

Transforming television

DVB-I and HbbTV in practice

Vision



Simple service selection on any screen

We want to simplify television and video viewing

Our purpose is to make it easy for anyone
to discover audiovisual media and access
any service over any network, on any screen.

We offer viewers **choice, convenience, and control.**

Problem



**Television and video services are
too difficult to access and use**

There is more choice than ever,
but it is hard to choose what to watch.

Problem



Media market fragmentation

The current television and video viewing experience is fragmented, frustrating, and fraught with friction

Navigating the rapidly evolving viewing environment is increasingly complex for both users and media providers, as competition for audience attention intensifies.

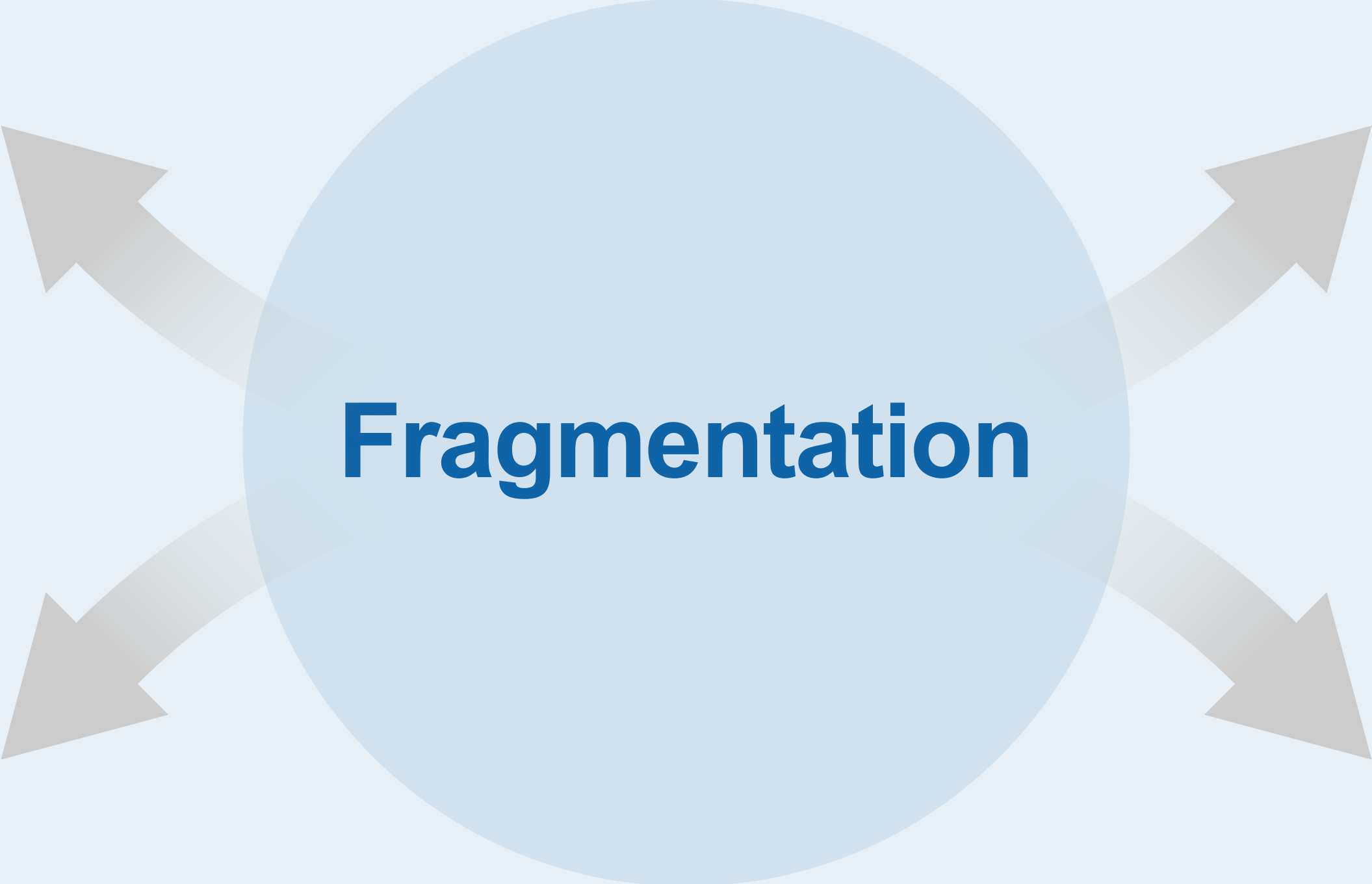
Television viewing is slipping out of the hands of previously pre-eminent national, regional, and local broadcasters that no longer rule the remote control.

Distribution

Viewers are no longer dependent on traditional satellite, terrestrial, or cable delivery networks.

Globalisation

Global media players and technology corporations are all competing for the attention of viewers.



Fragmentation

Proliferation

Viewing through traditional channels is being displaced by an array of apps on multiple platforms.

Marginalisation

Traditional broadcasters are losing their audience share faster than they are gaining online viewing.

Proposition

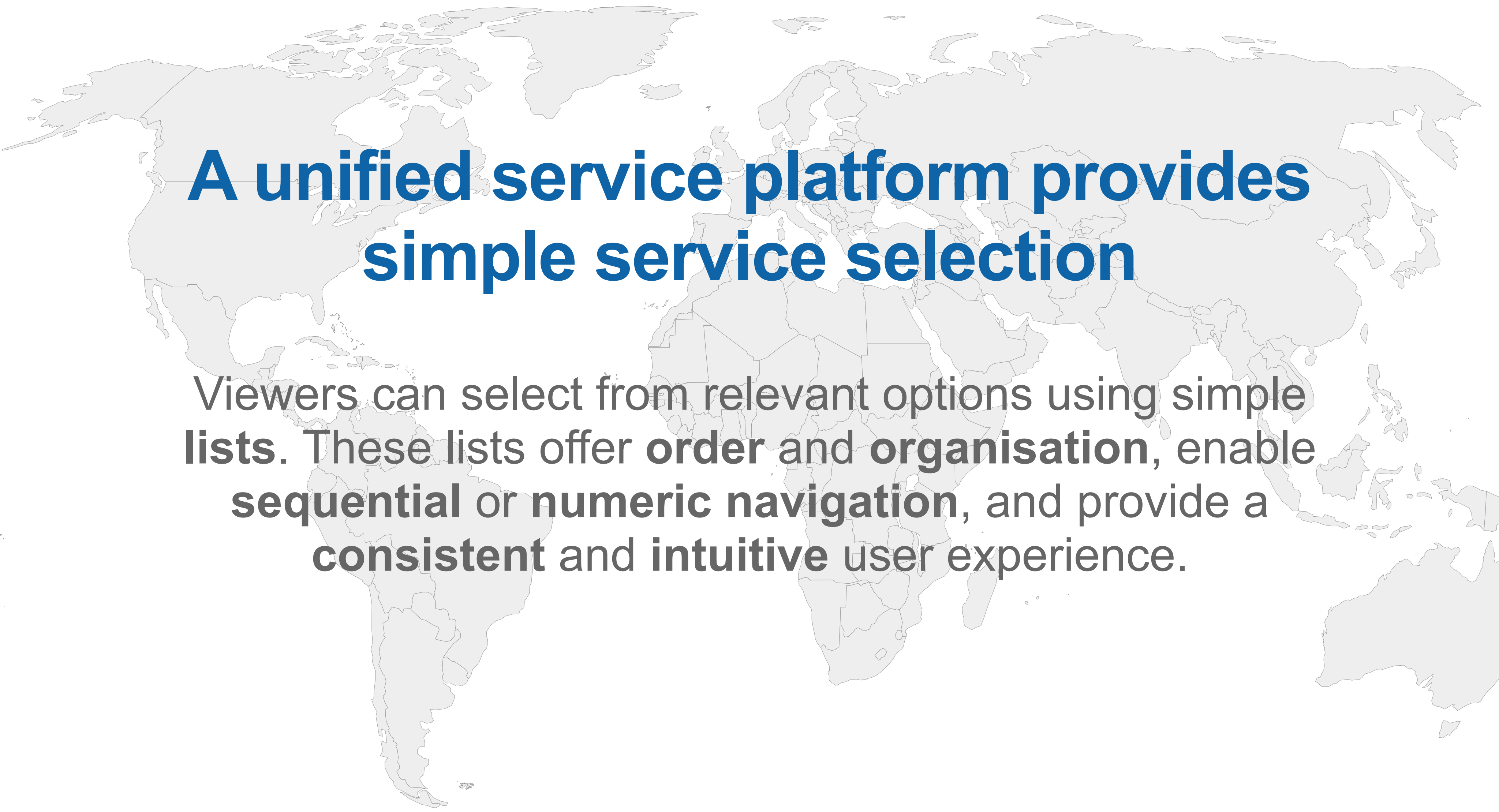


Discovery delivers distribution

It is no longer enough to distribute programming
over various networks.

It has to be discoverable.

Solution

A light gray world map serves as the background for the text. The map shows the outlines of continents and countries.

**A unified service platform provides
simple service selection**

Viewers can select from relevant options using simple **lists**. These lists offer **order** and **organisation**, enable **sequential** or **numeric navigation**, and provide a **consistent** and **intuitive** user experience.

Solution

Any service



Lists of available services and programmes

Scheduled channels can be integrated with library titles, either free or paid, in any combination.



Scheduled



Library



Free



Paid

Solution

Any network



Unified service information allows the aggregation and integration of services over any digital network

Consolidated service lists facilitate cost-effective hybrid operation, service modernisation, and smooth migration to online delivery.



Satellite



Terrestrial



Mobile



Fixed

Solution

Any screen



The platform supports simple service discovery and selection of programmes on any compatible screen

The result is a cohesive user experience while enabling differentiation across products and services.



Television



Handheld



Computer



Player

Solution

Empowering the ecosystem



Assemble	Enable	Manage	Ensure
Selection Services Scheduled Library  Users	Presentation Screens Discovery Standards  Devices	Distribution Networks Broadcast Online  Providers	Regulation Compliance Prominence Provenance  Authorities

Technology

Based on open standards



Service information and programme metadata

- Organise and announce services
- Describe broadcast and broadband sources
- Support service lists and programme guides

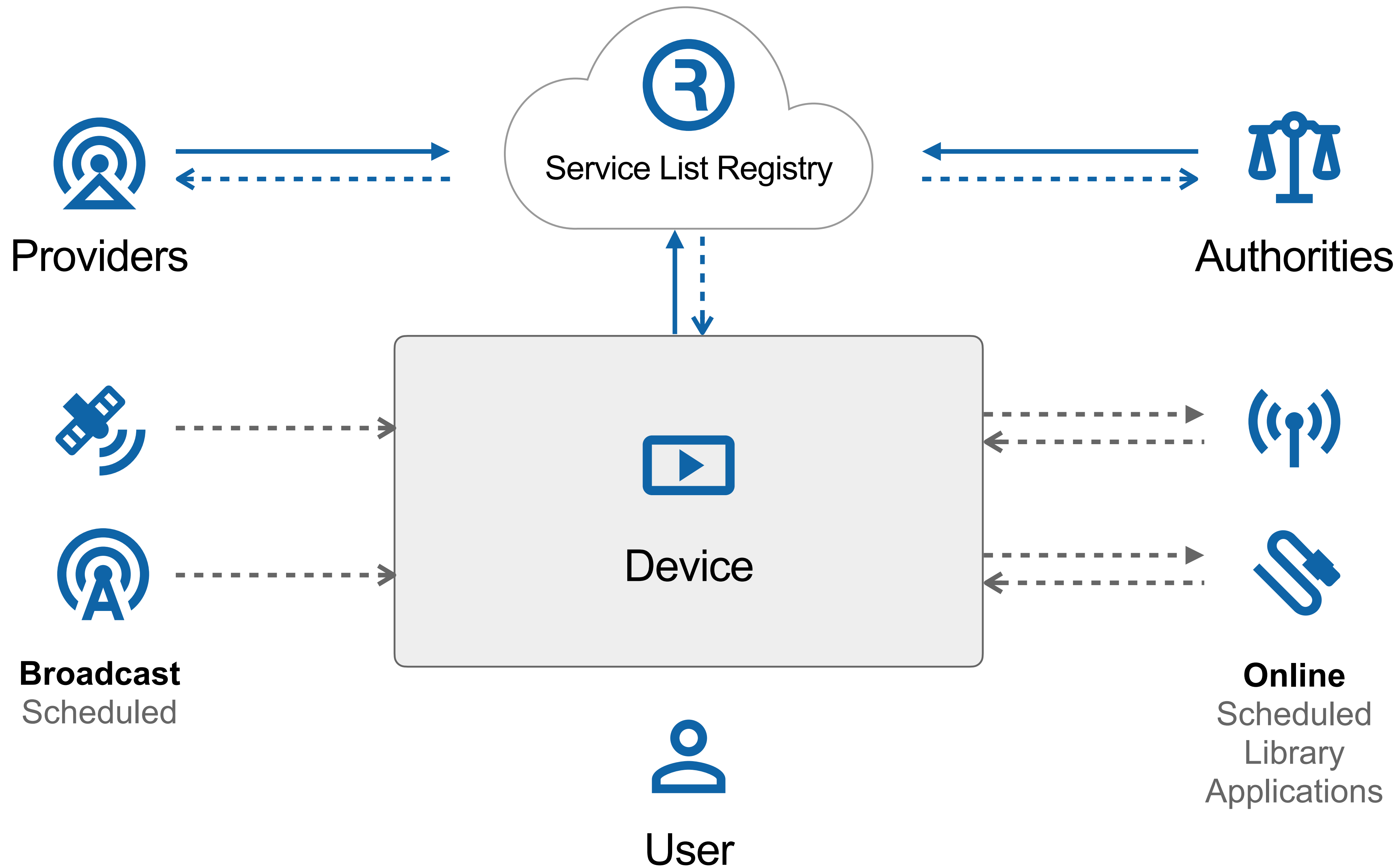
Service Discovery and Programme Metadata for DVB-I
DVB BlueBook A177r8. (June 2026)
ETSI TS 103 770 V1.2.1 (2024-09)



Application execution and presentation

- Launch and execute applications
- Enable navigation and interaction
- Present branded service experiences

Hybrid Broadcast Broadband TV
HbbTV 2.0.5 Specification (March 2026)
ETSI TS 102 796 V1.7.1 (2023-09)



Examples

Australia and New Zealand

“Freeview NextGen represents momentum in futureproofing free-to-air television for all New Zealanders.”

Leon Mead, General Manager, Freeview



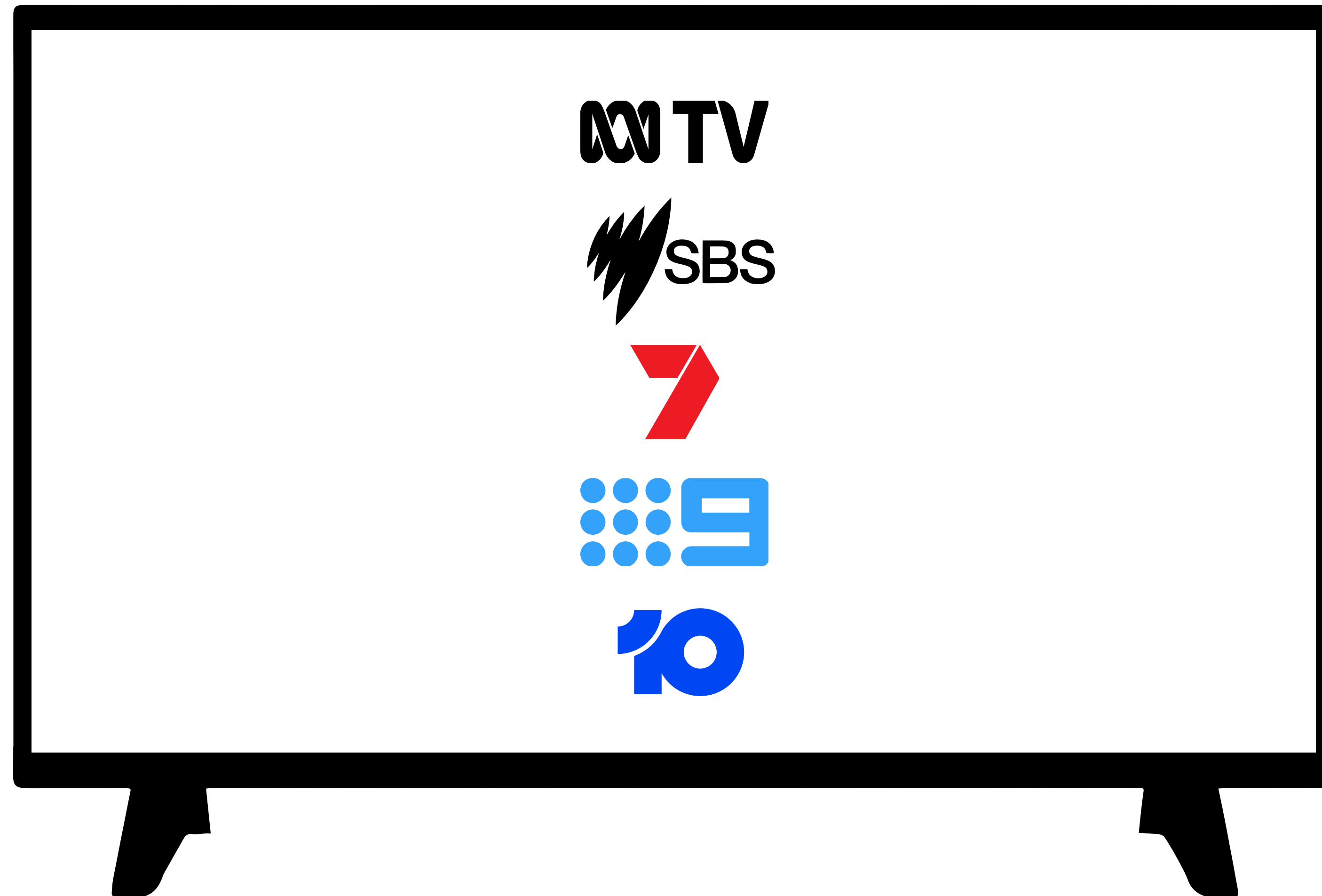
freeview

“Our goal is simple: ensure every Australian can easily find and watch their favourite free TV channels, whether their TV has an antenna or not.”

Dean Dezius, General Manager, Freeview Australia

Australia

Proof of concept



Australia

Proof of concept



New Zealand

Freeview NextGen

freeview

Based on DVB-I and HbbTV

Aims to be the world's first nationwide free-to-air TV platform powered by DVB-I.

Allows viewers to tune to Freeview channels from the internet, without necessarily needing a satellite dish or aerial connection.

Integrated as part of the native television interface and set-up process.

Using a persistent HbbTV application to provide a unified programme guide.

Expected to launch with partners Hisense and TCL in Q3 of 2026.

The logo for Freeview NextGen is centered on a rectangular background with a vertical gradient from purple on the left to orange on the right. The word 'freeview' is in a white, lowercase, sans-serif font, with a small trademark symbol (TM) to its right. Below it, the words 'NextGen' are in a white, uppercase, sans-serif font.

freeviewTM
NextGen

Distribution

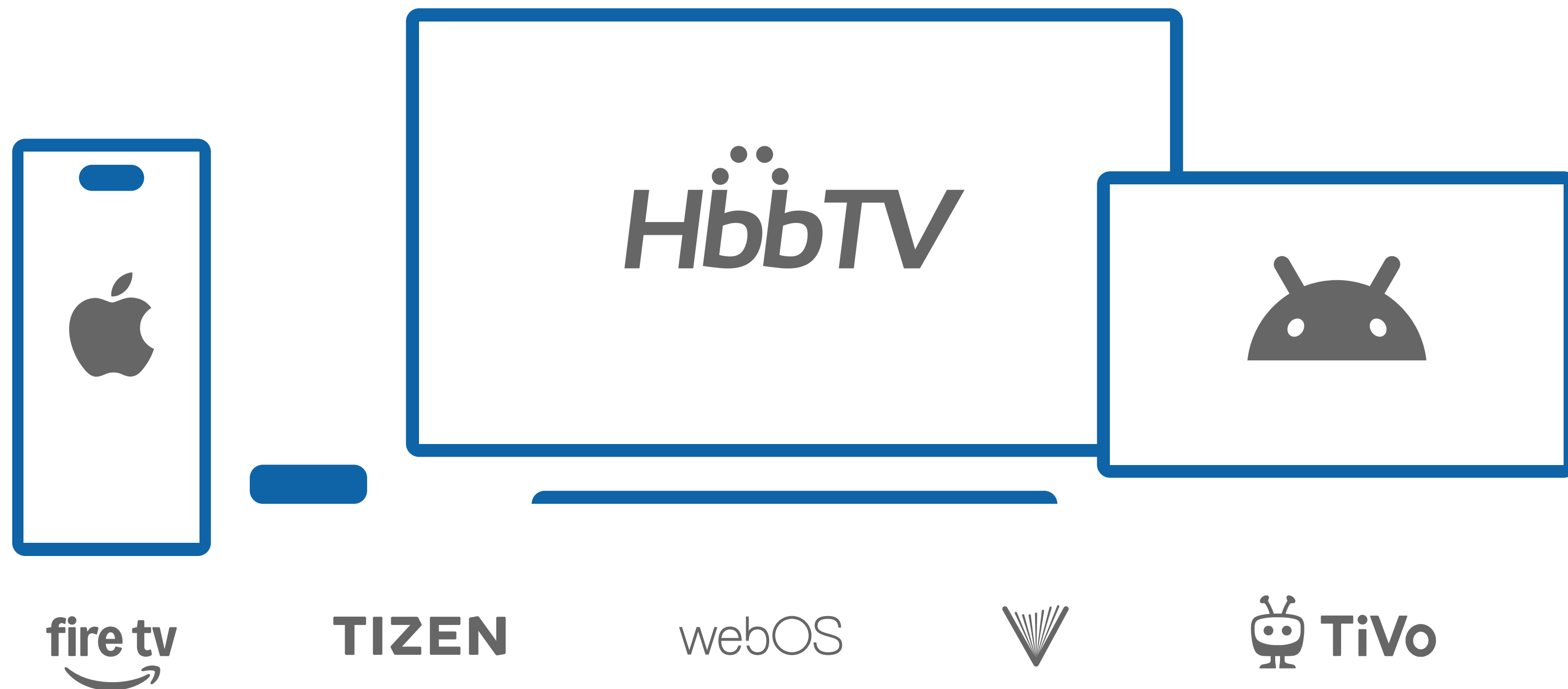
Features and benefits

- Service offering is available online and refreshed on request
- Service list provides order, numbering and logos
- Broadcast and online services can be presented in same list
- Enhanced media formats can be delivered online
- Digital rights management is supported
- Delivery network priority can be indicated by service
- Services can be regionalised logically
- Logical channel numbers can launch interactive apps
- Support apps on phones and tablets or any browser

Distribution

Enabling a wider client device ecosystem

The unified service platform is designed to support any client through web requests and responses



Selection

Choice
Convenience
Control
Simplicity
Intelligence
Transparency

Distribution

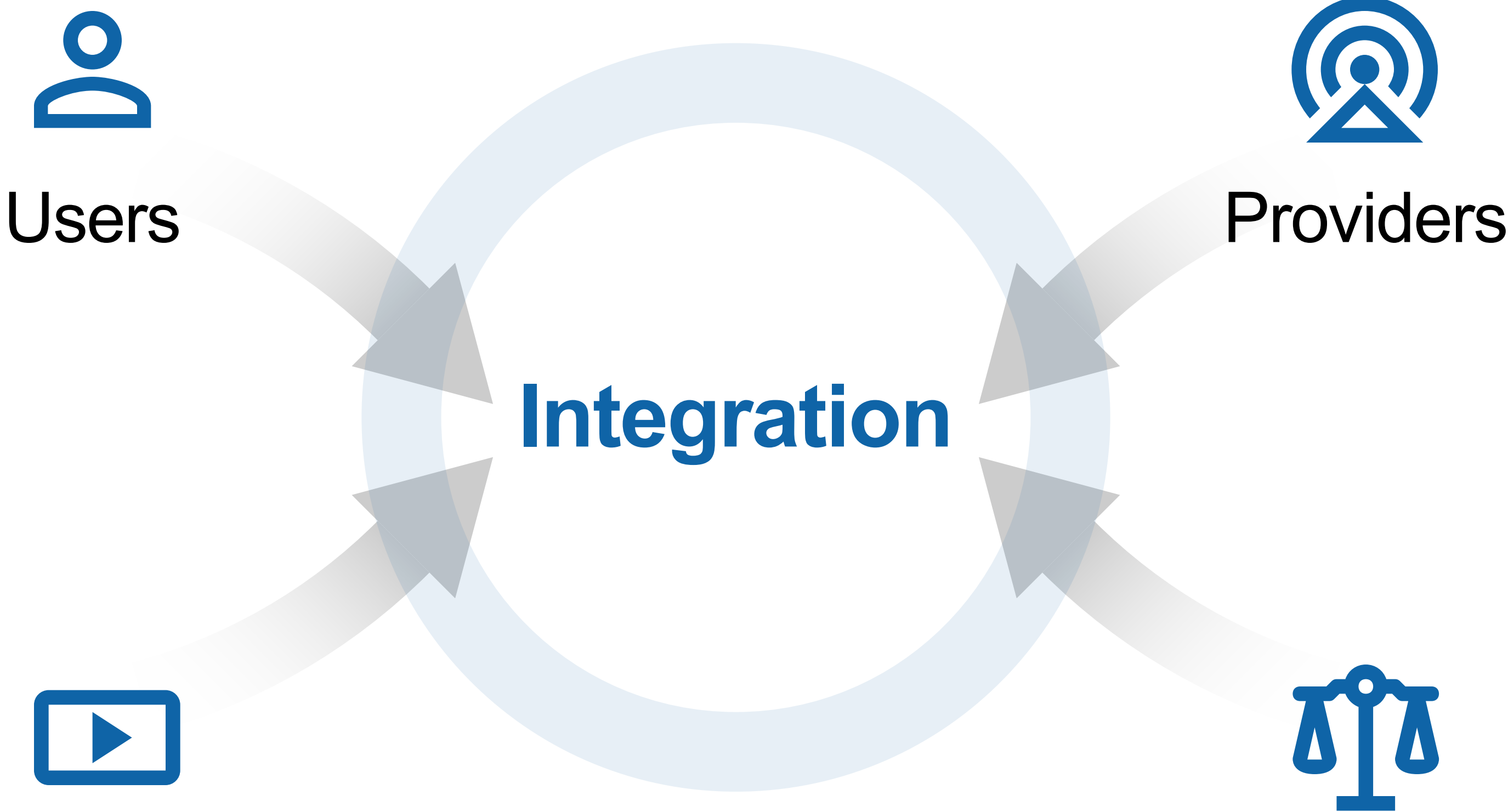
Reach
Relevance
Rationalisation
Regionalisation
Agility
Quality

Innovation

International
Standards
Discovery
Compatibility
Automation
Differentiation

Supervision

Prominence
Provenance
Plurality
Accessibility
Resilience
Evolution



Users

Providers

Authorities

Devices

Integration



Simple service selection

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