

HbbTV Webinar

DVB-I goes live with HbbTV

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- 01 **Why HbbTV is basic to go live**
- 02 **What's next**

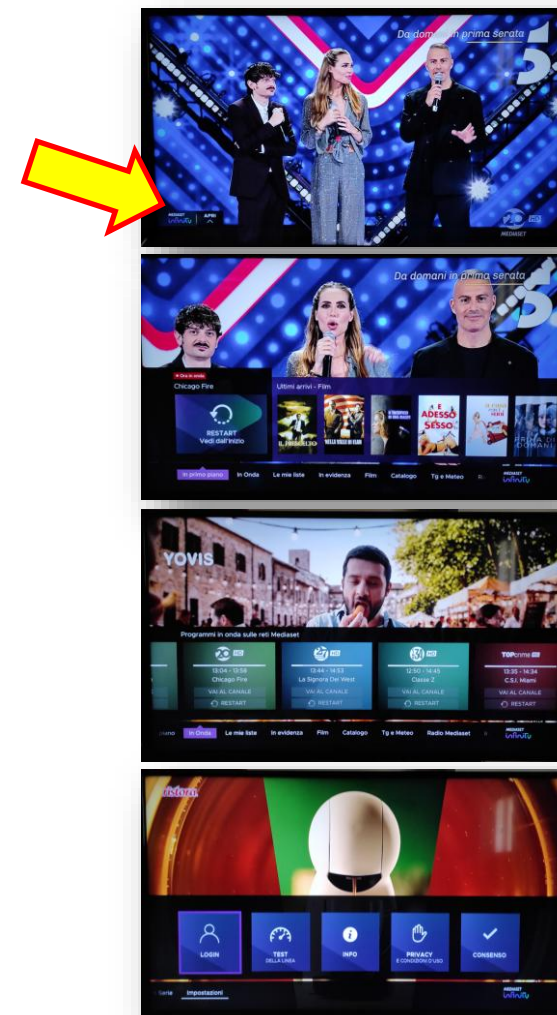
Why HbbTV is basic to go live

- Meet B'Caster Commercial Requirements
 - Maintain B'Caster Business Model
 - Fulfil Regulatory Requirements

- Broadband content protection – DRM
 - FreeToView
 - FreeMium
- Player related functionalities as for “DASH Players : Built-in (native) vs In-app (JS)”
- QoS measurement
- Client-Side-Ad-Substitution
 - *Server Guided Ad Substitution*
- Smarter instances management

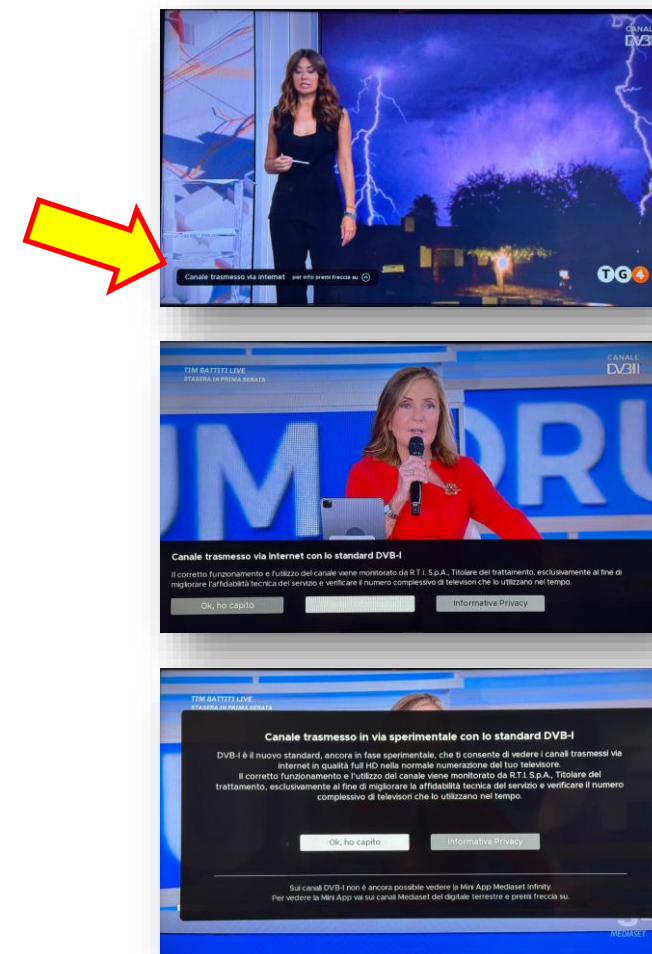
- **HbbTV Mediaset-Infinity**

- It is the “red button / auto start” application available on all Mediaset RF channels, both DVB-T and DVB-S
- A B’Caster already having HbbTV applications running in a broadcast-only environment needs to extend them to the hybrid environment, demonstrating sustainability and consistency of the application user experience as well as portability of broadcaster business models towards a hybrid context.
- User will benefit in having the same UEX in hybrid environment



Regulatory Requirements for broadband content

- Regulatory requirements
 - Access to broadband content consensus
- *Linked Application type 4.1/2/3*
 - 4.1 Service list installation. The application could manage regulated access to particular ServiceList — agreement or consent, user authentication including single sign-on
 - 4.2 Withdrawal of agreement. Used in combination with service list installation app. It enables user to withdraw agreement or consent given when that app was run
 - 4.3 Renew Agreement. Used in combination with service list installation app. It enables service list provider to require users renew agreement or consent





- Commercial Requirements
- Business Model
- Regulatory Requirements

One **single** HbbTV application, named **Hybrid-Mediaset-Infinity**, which behaves in the expected way when running on top of a broadband instance, acting as a linked application type 1.2, and behaves as a typical “red button” application when running on a broadcast one.

[HbbTV Core 2.0.5 – Annex O]

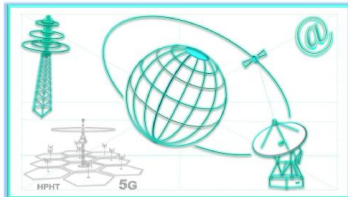
TRIAL

Trial Infrastructure

DVB-I Trial is **up & running since 2023** demonstrating the whole infrastructure is solid

UHD Book

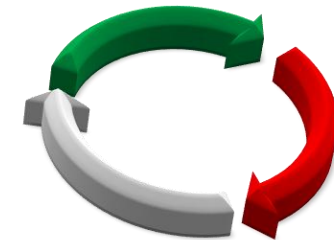
Compatible High Definition and Ultra High Definition receivers for the Italian market: baseline requirements



Final 2.2



Italian SLR



TV Certification Process



Regulatory Aspects

DVB-I joins an already established and regulated TV ecosystem; therefore, its introduction shall not disrupt it.

Deployment of DVB-I shall include strong cooperation with the national TV regulator.

The Italian Regulator, AGCOM, started an activity to discuss, within the framework of current regulations, the possible use of the DVB-I standard.

Thanks

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