



HbbTV unveils jury for HbbTV Awards 2026

Geneva, 24 August 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, is pleased to announce that the jury has been appointed for the HbbTV Awards 2026.

The jury members are:

Rafael Bermúdez, 3Cat

Ophélie Boucaud, Dataxis

Iva Dohnálková, TV Nova

Laura Gordon, Everyone TV

Vincent Grivet, HbbTV Association

Klaus Merkel, rbb/ARD

Angelo Pettazzi, Consultant

Annamaria Recchia, Eutelsat

“This year’s jury brings together, as usual, highly respected executives and experts whose knowledge spans the full breadth of the connected TV industry. The variety of companies they represent underlines the broad usage and acceptance of HbbTV across many different market areas,” said Vincent Grivet, Chair of the HbbTV Association. “With a new award recognising audience measurement and analytics, and strong momentum in new markets across MENA and Asia, the HbbTV Awards 2026 will once again be the connected TV industry’s benchmark for innovation and success.”

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

The providers of HbbTV applications and services are welcome to submit their entries through the [online form](#). The competition is free to enter, and the website also provides further details on the categories. A company may enter as many submissions as they like in up to two categories. Each submission will require a separate form to be completed. Entries will be judged on their execution, impact and innovation. The closing date for submissions is **18 September 2026**. A shortlist of finalists will be put forward to the jury which will select the winners.



The [HbbTV Awards](#) are held for the ninth time, showcasing and celebrating best practice and excellence in the HbbTV community. The winners will receive their awards on 18 November 2026 at a gala ceremony held during the [14th HbbTV Symposium and Awards](#) in Barcelona, jointly hosted by the HbbTV Association and 3Cat, Catalonia's public media corporation. All finalists are invited to attend the awards celebration.

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

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

Contact 3Cat

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