

Finalists for HbbTV Awards 2026 announced

Geneva, 27 October 2026 – The HbbTV Association, a global initiative dedicated to providing open standards for the delivery of advanced interactive TV services, today announced the shortlisted candidates for the HbbTV Awards 2026. From the 25 submissions, 19 candidates were selected from 16 companies and organisations across five categories.

The shortlisted candidates

Candidates are listed in alphabetical order within each category.

Excellence in HbbTV Audience Measurement & Analytics (new in 2026)

- **Admongrel: Mongrel.live**, a real-time audience measurement platform for broadcasters
- **TVA Group Limited: TVA (Television Analytics)**, GDPR-compliant audience measurement, now extended to SES satellites
- **TVekstra: Identity & Re-marketing Extension for HbbTV**, connecting linear TV exposure with addressable TV activation

Outstanding HbbTV Advertising Campaign

- **ATRESMEDIA: AXA**, linear TV and connected TV combined to precisely control the exposure frequency
- **Mediaset España: Dual Video Overlay**, video ads played over the live broadcast without affecting the live broadcast programme
- **TVekstra: McDonald's - Multiply your happiness at an affordable price**, a campaign with a measured increase in restaurant visits

HbbTV Application Innovation Award

- **Eutelsat: Sat.tv Connect**, a white label platform combining HbbTV, DVB-I discovery and usage measurement for free-to-air satellite TV channels
- **HD+ TV App**, adding IP-only channels into the satellite channel list
- **Mediaset España: Churn Reduction**, personalised channel suggestions that keep viewers within Mediaset's channels
- **rbb/ARD: From teaser to personal journey - the next level of ARD HbbTV launcher app**, personalised teasers linking linear TV to streaming
- **ZDF: Green TV-Buddy**, showing viewers their TV's power consumption and savings through ECO mode

HbbTV Enabling Technology Award

- **3Cat: Universal Mediasync**, an open-source companion app for HbbTV inter-device synchronisation

- **Admongrel: AdVantage**, HbbTV content delivered via satellite to households without an internet connection
- **DTG D-Book Freely IP-Only Test Suite**, developed by DTG Testing and Everyone TV for testing devices without a tuner
- **Suittest: Automated Freely OpApp Certification**, developed with Everyone TV

HbbTV Rising Star Award

- **AGF Videoforschung**, adding HbbTV return-channel data to Germany's national TV audience measurement from 2028
- **BCi Digital**, addressable advertising for live linear television, now with a live test channel in the UK
- **Konodrac**, for pioneering HbbTV in Thailand with audience measurement as a first application
- **TVekstra**, from regional HbbTV specialist to international technology player

“The sophistication, quality and innovative spirit of this year’s submissions impressed our review panel even more than in previous years,” said Vincent Grivet, Chair of the HbbTV Association. “With such a large flow of high-quality entries, deciding who should make the shortlists was far from easy, and the margin was often very thin. I congratulate all shortlisted companies on their work with HbbTV and look forward to celebrating with them in Barcelona. I would also like to express my appreciation to the non-shortlisted candidates, who presented great work as well.”

Awards ceremony in Barcelona

The winners will be selected by the HbbTV Awards 2026 jury and revealed at the HbbTV Awards ceremony on the evening of 18 November 2026, the first day of the 14th HbbTV Symposium and Awards. The Symposium takes place on 18-19 November 2026 at the Catalonia Barcelona Plaza Hotel in Barcelona, Spain, and is co-hosted by the HbbTV Association and 3Cat, Catalonia's public media corporation. All shortlisted companies are invited to the awards celebration.

The [HbbTV Awards jury](#) assesses the shortlisted candidates on innovation, technical excellence, execution, impact and contribution to the HbbTV ecosystem. Details on the 14th HbbTV Symposium and Awards are available on the [event website](#), and registration is open on the [registration page](#).

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

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