



## ***Admongrel, Konodrac, NIQ, TVekstra, wedotv*** **HbbTV Association welcomes five new members**

---

**Geneva, 14 October 2026** – The HbbTV Association today announced five new members joining the Association: Admongrel, Konodrac, NIQ, TVekstra and wedotv. The new arrivals bring the total HbbTV membership to 65, marking the strongest wave of new entrants in several years and reflecting the early success of the Association's newly introduced membership structure.

### **New members from beyond the traditional HbbTV ecosystem**

The five new members span a range of backgrounds – from audience measurement and data analytics to advertising technology and FAST Channels – broadening the HbbTV community well beyond its traditional base of broadcasters, smart TV manufacturers and platform operators. Their arrival signals the growing recognition of HbbTV's open specifications as a relevant platform for new advanced TV commercial use cases such as analytics, audience measurement and for a wider set of market participants.

### **New membership categories open the door to a broader community**

The growth in membership has been directly driven by the introduction of two new membership tiers approved at the HbbTV General Assembly on 12 June 2026. These new categories are complementary to the existing Full Membership and are designed to make participation in the HbbTV ecosystem accessible to a broader range of organisations.

The **Small Member** category is open to companies with annual revenues of up to €3 million that are active and innovative in the HbbTV ecosystem. Small Members enjoy the same rights and access as Full Members – including all working groups and member resources – with the exception of Steering Group participation.

The **Associate Member** category is designed for organisations outside the traditional HbbTV market that wish to engage with the ecosystem and participate in HbbTV's new Application Interest Groups (AIGs). It is particularly suited to companies with an interest in specific application areas such as audience measurement, addressable advertising or identity and consent. Associate Members have access to all member resources, the right to use the HbbTV logo and may participate in and chair AIGs.

Full details on all membership options are available at  
<https://www.hbbtv.org/membership/>.

### **Application Interest Groups: a new forum for the wider industry**

The new Associate Member category was created hand in hand with the launch of HbbTV's Application Interest Groups – open collaborative forums focused on specific



application domains where HbbTV technology plays a growing role. Three AIGs have been established, each open to all HbbTV member categories including Small and Associate Members.

The **Audience Measurement Application Interest Group** addresses one of the industry's most pressing challenges: consistent, reliable and real-time audience measurement across broadcast and IP environments. The group brings together audience specialists, technology providers and broadcasters to explore how HbbTV-based services can support standardised, privacy-respecting approaches to measuring television audiences across connected TV environments.

The **Advanced Advertising Application Interest Group** explores how HbbTV technology can support the delivery of advanced advertising across both linear and on-demand environments, such as targeted or addressable advertising, helping broadcasters and platform operators unlock new monetisation opportunities in the fastest growing segment of the TV advertising market.

The **Identity & Consent Application Interest Group** brings together broadcasters, platform operators and technology providers to discuss frameworks, standards and practical approaches to GDPR-compliant identity management and user consent in HbbTV-based environments.

Further information on all three AIGs is available at <https://www.hbbtv.org/working-groups/#application-interest-groups>.

#### **Vincent Grivet, Chair**

“We are delighted to welcome these five new members, as we think they can greatly contribute to the accelerating dynamics of the HbbTV ecosystem with their own stakes and strengths which may be different from the ones from the original founding members, most having a broadcasting or TV manufacturing background. We also think they can benefit from being further engaged in the HbbTV ecosystem, influencing our innovations and new trends,” said HbbTV Chair Vincent Grivet. “The response has exceeded our expectations, and I am confident we will see further growth as our Application Interest Groups get underway and demonstrate the value of this new collaborative model.”

#### **New members' statements**

**Atila Madakbas, Founder and CEO, Admongrel:** “As a leading HbbTV service provider in the MENA region, delivering end-to-end CTV monetisation infrastructure and analytics across 35 million households, we’ve seen firsthand what it takes for HbbTV to perform reliably across diverse markets, device types, and connectivity conditions. We’re excited to bring that operational insight to the HbbTV Association and help drive standards and solutions that let HbbTV scale with confidence, wherever it’s deployed.”



**Moritz Wuttke, Vice Chairman, Konodrac:** “With more than 12 years of experience developing HbbTV business solutions, Konodrac is delighted to join the HbbTV Association. HbbTV empowers broadcasters and regulators to strengthen national TV ecosystems, retain control over audiences and data, and create new monetisation opportunities. We look forward to contributing our expertise in census-level audience measurement, real-time TV data and addressable advertising, while sharing knowledge with the global HbbTV community.”

**Lilith Al-Jadiri, VP Media Technology, and Stefan Schuetz, Product Lead Media Measurement, NIQ:** “The future of television will not be defined by broadcast or digital, but by the convergence of both - and measurement must evolve accordingly. HbbTV provides an important open foundation for that future. NIQ Media brings decades of expertise in audience measurement, strengthened by NIQ’s broader capabilities in understanding consumers, behaviour and outcomes across the full consumer journey. By joining the HbbTV Association, we look forward to contributing that perspective and helping shape trusted, interoperable measurement approaches that connect media exposure with a richer understanding of audiences and impact across the connected TV ecosystem.”

**Merve Eraslanoglu, CEO, TVekstra:** “HbbTV has been at the core of TVekstra’s vision of transforming television into a more interactive, addressable and measurable medium. As a technology provider working across advanced advertising, audience analytics, ACR, cross-device synchronisation and interactive TV experiences, we see HbbTV as a critical open technology layer connecting broadcast with the capabilities of digital media. Joining the HbbTV Association allows us to contribute the practical experience we have gained from deploying these technologies across different markets, while collaborating with broadcasters, manufacturers and technology partners to help shape the next generation of connected television.”

**Philipp Rotermond, CEO and Co-Founder, wedotv:** “HbbTV is the reason a company our size can operate as one pan-European service rather than twenty national ones - it is the common layer that lets us reach viewers and monetise them consistently across different markets, platforms and devices. Joining the Association gives us a seat at the table, where the questions that decide whether advanced TV advertising really scales are being worked out.”

### **14th HbbTV Symposium & Awards - Barcelona, 18-19 November 2026**

The 14th HbbTV Symposium & Awards will take place on 18-19 November 2026 in Barcelona, co-hosted with 3Cat, Catalonia’s public media corporation. The Symposium is the connected TV industry’s principal annual summit for exchanging news, discussing the latest developments, new products and services. Registration and further details are available at <https://www.hbbtv.org/14th-hbbtv-symposium-and-awards-2026/>.

**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](http://www.hbbtv.org)

**Contact HbbTV Association**

HbbTV MarCom

[communications@hbbtv.org](mailto:communications@hbbtv.org)