Winners of HbbTV Awards 2026 announced

Barcelona, 19 November 2026 – The HbbTV Association, a global initiative dedicated to providing open standards for the delivery of advanced interactive TV services, has announced the winners of the HbbTV Awards 2026, celebrating excellence in the HbbTV community. The awards were presented across five categories, including the new category Excellence in HbbTV Audience Measurement & Analytics.

The winners of the HbbTV Awards 2026:

Excellence in HbbTV Audience Measurement & Analytics
Admongrel: Mongrel.live
Jury quote: "Mature real-time analytics platform with extensive deployment and clear commercial benefits."

Outstanding HbbTV Advertising Campaign
TVekstra: McDonald's
Jury quote: "Simple but smart concept, and the results are very convincing. Love it!"

HbbTV Application Innovation Award
Mediaset España: Churn Reduction
Jury quote: "Very interesting new use case for HbbTV capabilities that answers a strong market need of multi-channel broadcasters."

HbbTV Enabling Technology Award
3Cat: Universal Mediasync
Jury quote: "Smart idea, innovative technical approach - well executed."

HbbTV Rising Star Award
Konodrac
Jury quote: "Strong emerging contribution to the HbbTV community."

The winners were selected by the independent HbbTV Awards 2026 jury, which assessed the shortlisted candidates on innovation, technical excellence, execution, impact and contribution to the HbbTV ecosystem. A total of 25 submissions were received during the Call for Entries, from which 19 candidates from 16 companies and organisations were shortlisted across the five categories.

HbbTV Chair's Special Award

Mediaset Italy

The Chair's Special Award, granted for the first time this year, goes to Mediaset Italy in recognition of its long-standing support, innovation and deployment of HbbTV in Italy. Mediaset helped drive Italy's switch from MHP to HbbTV, which led to the collection of HD Books published by HD Forum Italia with instrumental contributions of Marco Pellegrinato of Mediaset amongst other members of HD Forum Italia. Mediaset has been on the HbbTV Steering Group since 2016, represented by Angelo Pettazzi and now Fabio Guarnaccia. Over the past 10 years, Mediaset has submitted numerous entries to the HbbTV Awards, including the first commercial deployment of HbbTV-TA, architected by Stefano Braghieri.

The prizes were awarded at the HbbTV Awards ceremony on 18 November 2026 as part of the 14th HbbTV Symposium and Awards at the Catalonia Barcelona Plaza Hotel in Barcelona, Spain, co-hosted by the HbbTV Association and 3Cat, Catalonia's public media corporation.

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

HbbTV MarCom

communications@hbbtv.org

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
3Cat Communication
comunicacio@3cat.cat