14TH HBBTV SYMPOSIUM & AWARDS

HbbTV 3cat

BARCELONA, SPAIN - 18TH & 19TH NOVEMBER 2026

Catalonia Barcelona Plaza

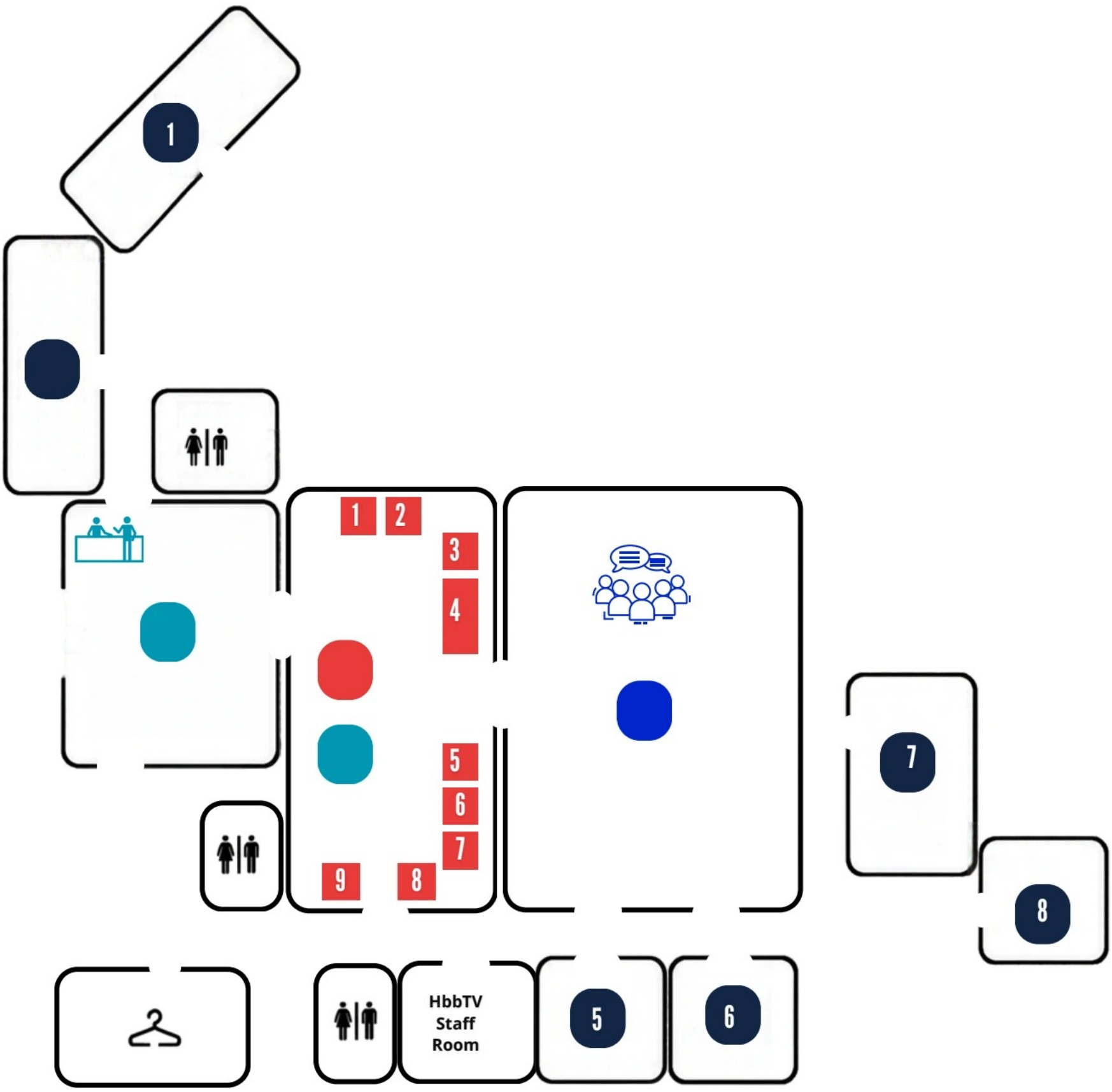
1. Didomi
2. BMT
3. TIVU
4. Eutelsat
5. Backscreen
6. Fraunhofer
7. MoMe
8. Konodrac
9. Sofia Digital

FOYER + BARCELONA A
Registration Desk
Coffee Breaks-Lunches
Expo-Area

BARCELONA B + C
Conference & Uncoference Hall

Breakout Plaza 1
Breakout Plaza 2
Breakout Plaza 5
Breakout Plaza 6
Breakout Plaza 7
Breakout Plaza 8

14TH HBBTV SYMPOSIUM & AWARDS
FLOOR PLAN



14TH HBBTV SYMPOSIUM & AWARDS

FLOOR PLAN

AGENDA

18th November - Conference Day

09:00 - 10:00	*Registration, coffee, networking & exhibition*
	OPENING SESSION
10:00 - 10:10	**Welcome to the 14th HbbTV Symposium and Awards** Vincent Grivet, Chair, HbbTV Association Natàlia Prats, CTO, 3Cat Eoghan O'Sullivan, Moderator & Facilitator
10:10 - 10:30	**Sponsors' elevator pitches**
	KEYNOTE SESSION
10:30 - 10:50	**State of the HbbTV Nation** Vincent Grivet, Chair, HbbTV Association
10:50 - 11:00	**Spotlight: regulatory landscape in Spain** Ángel García Castillejo, Vice President, National Commission on Markets and Competition (CNMC), Spain
11:00 - 11:15	**Update on the HbbTV specifications** Jon Piesing, Vice-Chair, HbbTV Association & Chair, HbbTV Specification Group
11:15 - 11:45	*Coffee, networking & exhibition*
	MARKETS & MEASUREMENT
11:45 - 12:00	**Global market figures update** Guillaume Perrin, Head of Sales - Market Intelligence, Dataxis
12:00 - 12:15	**A global overview of TV operating systems** Damien de Foucault, CEO and Founder, ADKEMIX
12:15 - 12:30	**Beyond panels: how SES delivers real-time audience measurement with HbbTV** Ivania Peñalver, Senior Sales Director Media, SES
12:30 - 12:45	**Linear and digital become one: HbbTV is how, Austria is the proof** Ricarda Jebsen, Managing Director, Virtual Minds & d-force
	QUICKFIRE UPDATES *Briefings on new opportunities enabled by HbbTV specifications*

AGENDA

18th November - Conference Day

12:45 - 13:15	**One nation, one audience: the new standard for Thai TV measurement** Moritz Wuttke, Vice-Chair, Konodrac **Measuring the impact of C2PA on HbbTV services: performance and interoperability findings** Naomi Schoppa R&D Project Manager · Fraunhofer FOKUS **Next Level of ARD HbbTV launcher app: personalised services and adaptive navigation** Klaus Merkel, Senior Engineer, rbb/ARD **From recognition to activation: inside TVekstra's ACR dashboard for creating, triggering and measuring HbbTV campaigns** Aylen Alonso Montero, Global Account Director, TVekstra **Is HbbTV ready for Media Over QUIC? A reality check across connected TV platforms** Louay Bassbouss, Senior Project Manager R&D, Fraunhofer FOKUS **Streaming, AI and sustainability: Green TV-Buddy by ZDF & Fraunhofer FOKUS** Amelie Jakob, Product Owner Big Screen App, ZDF
13:15 - 14:30	*Lunch, networking & exhibition*
	HBBTV'S PLACE IN TOMORROW'S TV
14:30 - 14:45	**The LOVEStv evolution** Xavi Redon, Product Manager, Cellnex Telecom
14:45 - 15:00	**Addressable advertising: where are we and what's next?** Nicole Agudo Berbel, MD, Chief Distribution & Partnerships Officer, Seven.One Entertainment Group & Managing Director, Addressable TV Initiative
15:00 - 15:15	**From broadcast to IP: what the UK's television transition means for HbbTV** Richard Lindsay-Davies, CEO, Digital TV Group (DTG)
15:15 - 15:30	**From reach to revenue: unlocking the commercial power of HbbTV** Petra Konrad, Head of Global Commercial Development – Video, Eutelsat Philipp Rotermund, CEO & Co-Founder, wedotv
15:30 - 15:45	**The battle for prominence: HbbTV and DVB-I strategies** Francesc Mas, Project Engineer, 3Cat Bram Tullemans, Senior Technical Programme Manager, Technology & Innovation Dept., EBU

AGENDA

18th November - Conference Day

	ROUNDTABLE DISCUSSION
15:45 - 16:15	**Beyond channels: unlocking content discovery and user engagement through deep HbbTV integration** • Alberto Sigismondi, Chair, Tivù • Alex Russell, Controller of Technical Partnerships, Everyone TV • Amelie Jakob, Product Owner Big Screen Application, ZDF • Jon Piesing, Director, Standardisation, TP Vision • Stefano Braghieri, Innovation & Technical Research Department, Mediaset Italia - MFE • Moderator: Ranjeet Kaur, Programme Director, DTG
16:15 - 16:45	*Coffee, networking & exhibition*
	THE FUTURE OF HBBTV APPLICATIONS
16:45 - 17:00	**Building scalable TV experiences with open standards** Orf Warr, CTO, Everyone TV
17:00 - 17:15	**Leveraging AI for HbbTV apps: from code to in-app experiences** Rafael Bermúdez, Head of Technological Research Department, CCMA
17:15 - 17:30	**Set-top box-less Operator App deployment at OSNtv** Mika Kanerva, COO, Sofia Digital
	ROUNDTABLE DISCUSSION Curated by event co-host 3Cat
17:30 - 18:00	**New interfaces and experiences for HbbTV apps** • Bruno Goin, Advanced TV Solutions Manager, Eutelsat • Oliver Koch, Managing Director, Commercial + Founder, Qvest Engage • Natàlia Prats, CTO, 3Cat • Philipp Rotermund, CEO & Co-Founder, wedotv • Moderator: Jörn Krieger, Journalist
18.00 - 18.15	**Closing remarks: Invitation to the HbbTV Awards ceremony and to the unconference on day 2**
	EVENING PROGRAMME
19:30 - 22:00	**HbbTV Awards 2026 – reception and ceremony**

AGENDA

19th November - Unconference Day

08:00 - 09:00	*Registration, coffee, networking & exhibition*
	OPENING CIRCLE
09:00 - 09:45	Participants are invited to pitch sessions and place them on the agenda. We will **collaboratively create the agenda**, so that the sessions – held in parallel throughout the day – are relevant and engaging for all.
09:45- 10:15	*Coffee, networking & exhibition*
	UNCONFERENCE SESSIONS
10:15 - 11:00	**Unconference sessions – block #1**
11:00 - 11:30	*Coffee, networking & exhibition*
11:30 - 12:15	**Unconference sessions – block #2**
12:15 - 13:15	*Lunch, networking & exhibition*
13:15 - 14:00	**Unconference sessions – block #3**
14:00 - 14:30	*Coffee, networking & exhibition*
14:30 - 15:15	**Unconference sessions – block #4**
15:15 - 15:45	*Coffee, networking & exhibition* (Exhibition closes at 15:45)
	CLOSING CIRCLE
15:45 -16:30	Plenary session to share insights from the unconference sessions and explore potential next steps.
16:30-16:40	**Chair's closing remarks; announcement of 2027 co-host and location** Vincent Grivet, Chair, HbbTV Association
	End of 14th HbbTV Symposium and Awards

TURNING FREE-TO-AIR USAGE DATA INTO ACTIONABLE INSIGHTS

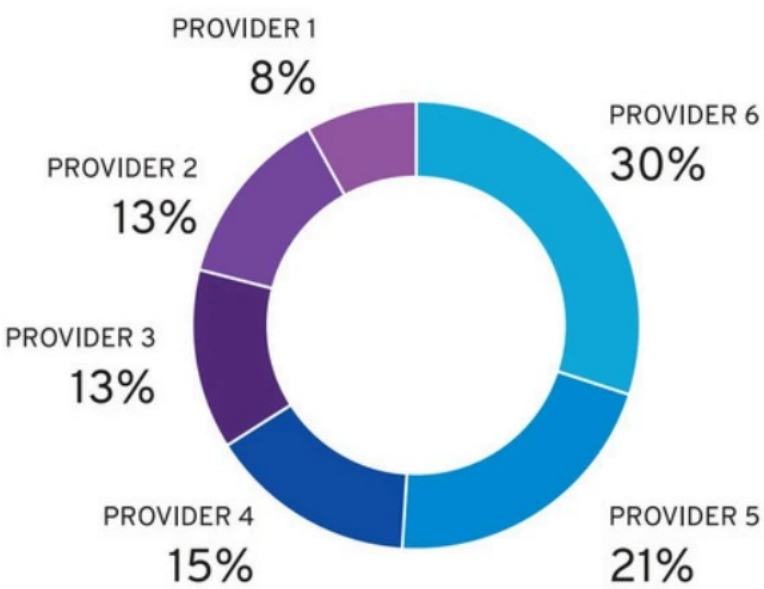
Eutelsat's Sat.tv electronic programme guide (EPG) is designed for Free-To-Air broadcasters looking to increase the visibility of their channels and programmes, as well as for satellite TV viewers seeking a more intuitive and enriched viewing experience. For Free-To-Air broadcasters however, reaching households is only part of the challenge. Understanding how viewers discover, consume and engage with content is increasingly essential to maximise audience growth and advertising value. While traditional audience measurement can provide high-level ratings, broadcasters often lack direct, timely insight into viewer behaviour. Sat.tv TV Usage Measurement creates a significant advantage.

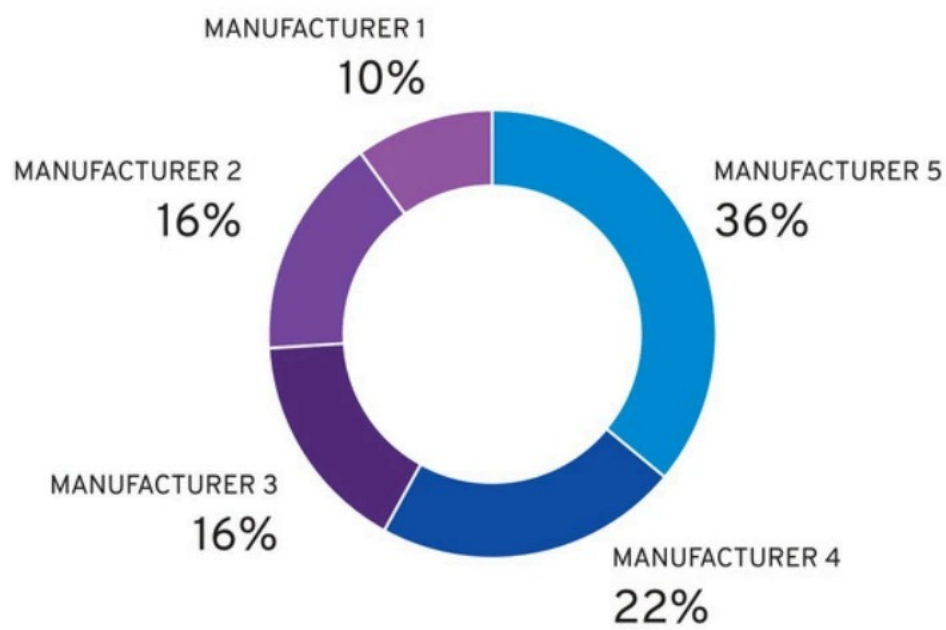
ENHANCING DISCOVERABILITY WITH SAT.TV

Sat.tv is Eutelsat's next-generation user experience for Free-to-Air satellite television. Available on compatible set-top boxes and connected TVs, it helps viewers find and access channels more easily through an enriched EPG, intuitive navigation, channel logos, programme information and daily updated channel lists customised by country or language preference. For broadcasters, this improved discoverability translates into greater visibility and stronger audience engagement. Features such as a multilingual 7-day EPG, advanced programme information and localised channel listings make it easier for viewers to find relevant content and remain engaged with channels over time.

DIGITAL-STYLE ANALYTICS FOR BROADCAST TELEVISION

Sat.tv TV Usage Measurement brings integrated analytics capabilities to Sat.tv Connect. Using HbbTV technology, broadcasters can gain access to real-time channel usage data from compatible connected TV devices. When viewers launch a channel carrying an HbbTV application signal, the embedded analytics agent automatically captures anonymised usage information and securely processes it to generate reporting dashboards and audience insights. This gives broadcasters access to valuable audience intelligence that has traditionally been difficult to obtain in the FTA satellite ecosystem.





KEY INSIGHTS BROADCASTERS CAN ACCESS

Sat.tv TV Usage Measurement enables broadcasters to:

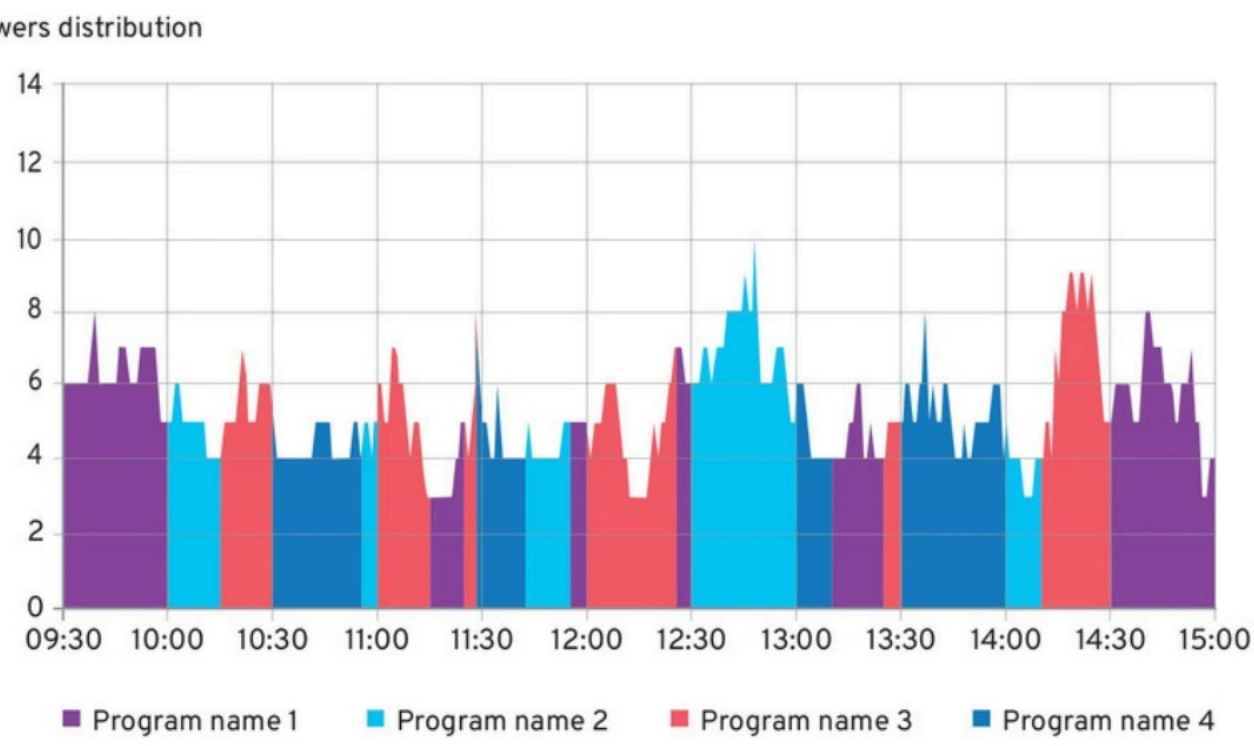
- Estimate the number of unique viewers exposed to one or multiple channels.
- Measure viewing duration and audience engagement.
- Monitor channel performance daily or weekly.
- Analyse audience trends by country and distribution network.
- Evaluate the performance of specific programmes, events or broadcasts.
- Access technical information such as device manufacturer and internet connection type.

This gives a much clearer understanding of how audiences interact with content across markets and platforms.

FROM MEASUREMENT TO MONETISATION

Audience intelligence is valuable only when it drives business decisions. Sat.tv TV Usage Measurement helps broadcasters optimise programme schedules, identify the content that resonates most strongly with viewers and make evidence-based programming decisions.

These insights strengthen advertising sales propositions. By demonstrating audience reach, engagement and market-level viewing trends, broadcasters can increase confidence amongadvertisers and support higher-value advertising inventory.



A SMARTER FUTURE FOR FREE-TO-AIR TV

As competition for viewer attention intensifies, broadcasters need more than coverage. They need visibility, engagement and measurable audience intelligence. By combining the reach of satellite broadcasting with the interactivity of HbbTV and the power of real-time analytics, Sat.tv enables broadcasters to better understand their audiences, improve channel performance and unlock new commercial opportunities.

For further information, please contact us
www.eutelsat.com/enquiries


EUTELSAT
Sat.tv
connect
EMPOWERING
BROADCASTERS
WITH SAT.TV CONNECT
ELEVATE YOUR FREE-TO-AIR CONTENT WITH A BRANDED EPG, AUDIENCE ANALYTICS AND MORE! WITH SAT.TV CONNECT, DELIVER A PREMIUM USER EXPERIENCE TO HBBTV-ENABLED SMART TVS.
Find out more at **www.eutelsat.com.**

LOVESTV

LOVESTV

Buscar

Menú Principal

Últimos 7 Días

Guía TV

Favoritos

Ajustes & Ayuda

Salir

29 resul

Arthur

ARTHUR

Sweet Home

Adictos al am

ADDICTED TO LOVE

Aquaman y el

LOVESTV is the free television platform jointly promoted by Atresmedia, Mediaset España, and RTVE. Based on HbbTV technology, the platform offers viewers a richer and more interactive experience: in addition to watching live TV, they can restart a programme from the beginning, catch up on content broadcast during the previous week, discover programme recommendations, and explore upcoming shows through an enhanced TV guide.

ATRESMEDIA

rtve

MEDIASETespaña.

Fraunhofer FOKUS



Live demos
at our booth

Fraunhofer Institute for Open Communication Systems FOKUS

—

Bringing sub-second streaming at scale, trusted content and greener viewing to HbbTV

Media over QUIC, C2PA provenance and AI-based energy prediction, proven on real TVs with our Streaming Media Test Suite

Meet our speakers | Quickfire updates, 18 November



Is HbbTV ready for Media over QUIC? A reality check across connected TV platforms

Dr. Louay Bassbouss
Senior Project Manager R&D

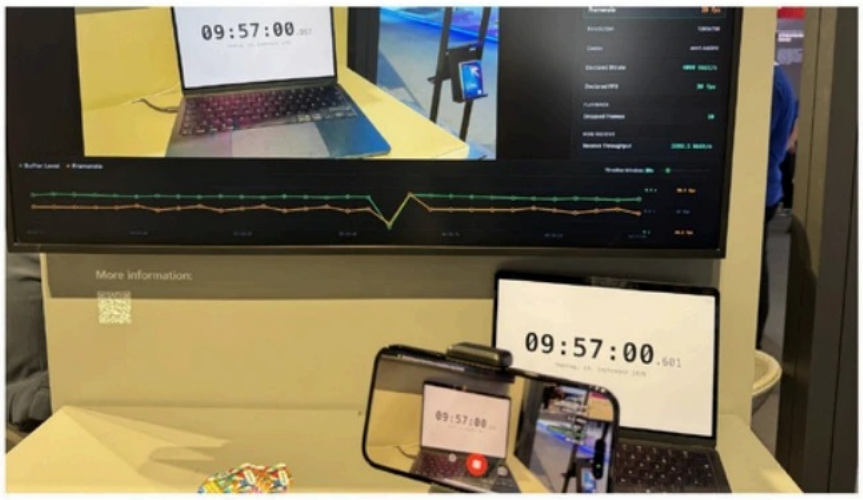


Measuring the impact of C2PA on HbbTV services: performance and interoperability findings

Naomi Schoppa
R&D Project Manager

Four demos at our booth

Faster, trusted, greener, interoperable

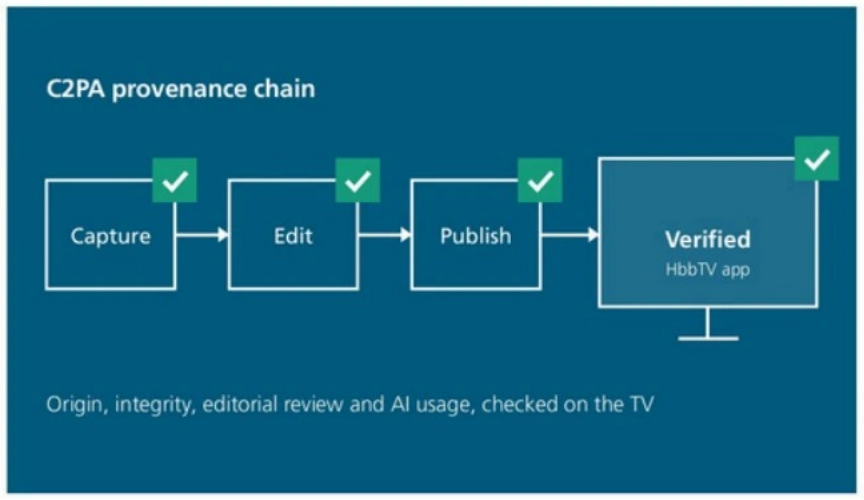


Faster

FAMIUM Media over QUIC – MoQ

Empowering contribution, sub-second streaming at scale and real-time communication

Our IETF Media over QUIC implementation: relay-based delivery at CDN scale, browser playback via WebTransport, adaptive bitrate streaming, dynamic ad insertion (DAI) and playback analytics, validated with our Streaming Media Test Suite.

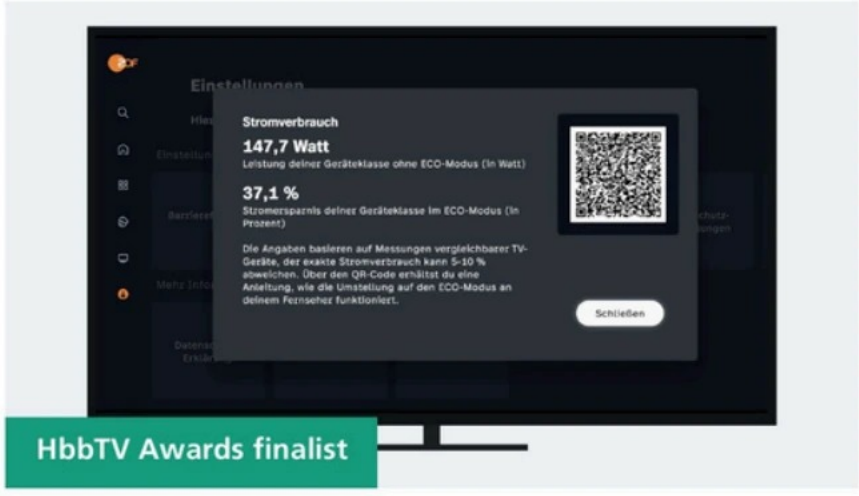


Trusted

CleanFeed – Media Workflows with C2PA

Trusted media from capture to screen

C2PA-based provenance from capture to the HbbTV app: origin, integrity, editorial review and AI usage verified during playback, tested across connected TV platforms and shown as trust information viewers understand.



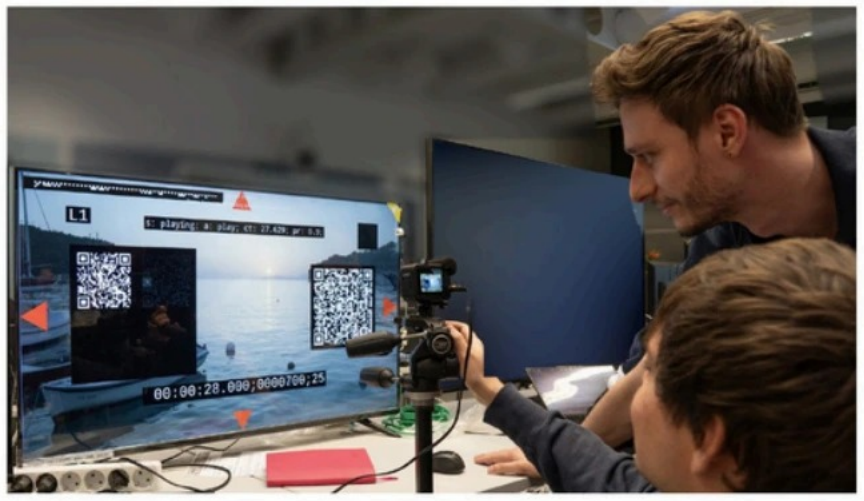
HbbTV Awards finalist

Greener

FAMIUM Wattlify – Smart Energy Prediction

Making TV energy use visible

AI-based prediction of a TV's power consumption from the user agent alone, with model-specific eco-mode guidance and no loss of picture quality. It powers ZDF's Green TV-Buddy, shortlisted for the HbbTV Application Innovation Award.



Interoperable

FAMIUM Streaming Media Test Suite

From automated testing to actionable insight

Automated end-to-end testing from content conformance to playback on real devices, with camera-based observation, ABR network simulation and GenAI-assisted analysis. Used at HbbTV testing events and the DTVP & DTG Plugfest.

About Fraunhofer FOKUS

The Fraunhofer Institute for Open Communication Systems FOKUS in Berlin is part of the Fraunhofer-Gesellschaft, one of the world's leading applied research organizations. Our business unit Future Applications and Media (FAME) builds technologies, prototypes and test tools for next-generation media and contributes to HbbTV, DVB, CTA WAVE, SVTA, W3C, IETF and 5G-MAG. Since 2019 we have maintained dash.js, the SVTA reference player.

Let's talk

Visit our booth or arrange a meeting.
louay.bassbouss@fokus.fraunhofer.de
www.fokus.fraunhofer.de/fame

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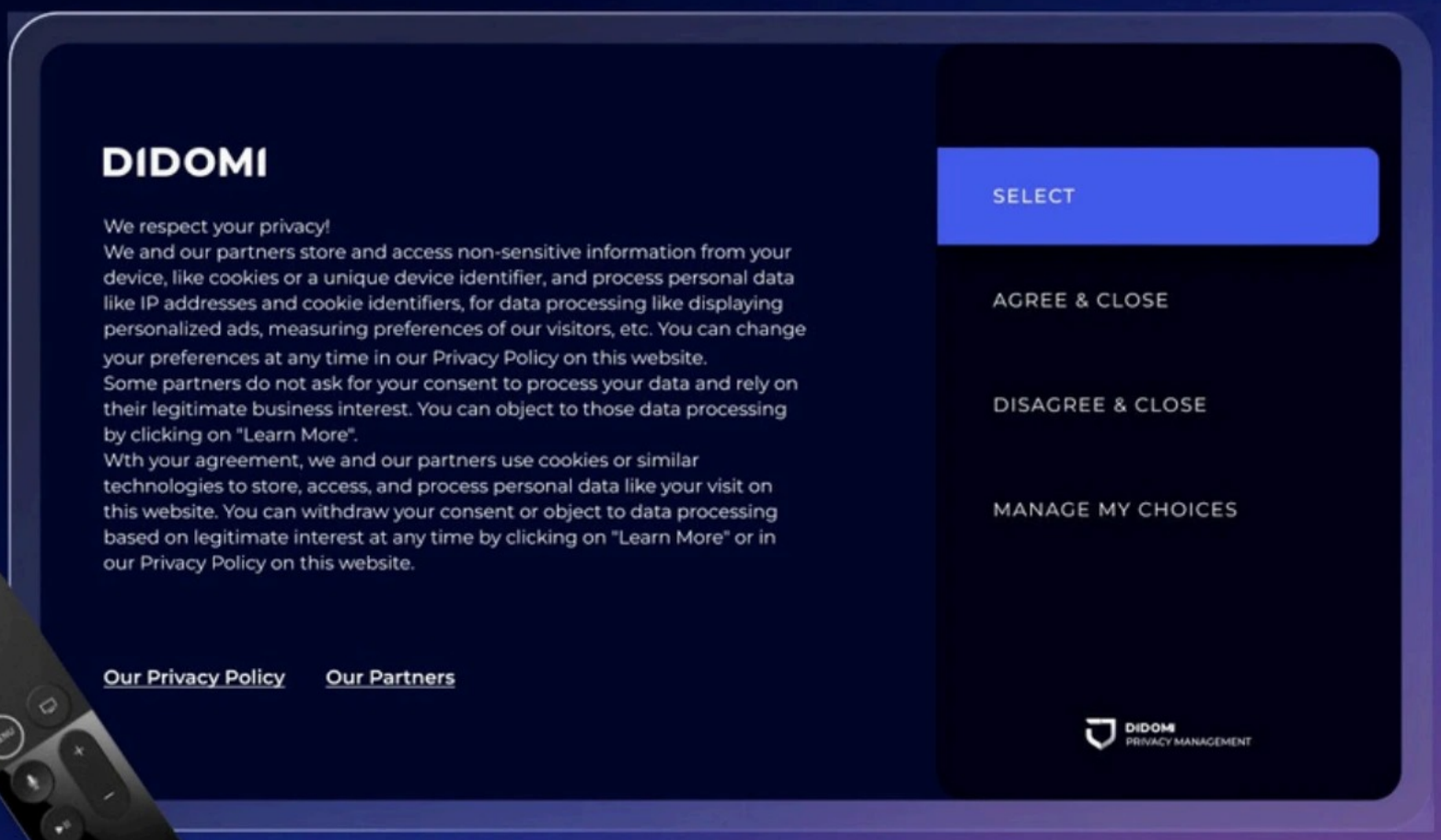
DIDOMI

4.6/5 on G2

Opt for **better consent.** On **every screen.**

Make Connected TV consent simple, seamless, and compliant with Didomi's Google-certified CMP.



Loi 25 · CPRA · CTDPA · UCPA · CCPA · CPA · GDPR

Samsung SMART TV | LG SMART TV | chromecast | amazon fire TV | android tv | tv

DIDOMI

Why Didomi for Connected TV?

A Google-certified CMP for CTV

Our CMP is certified by Google for web, app & CTV, ensuring compliance with the July 2025 consent management deadline, for leading privacy OTT and CTV management practices.

Compliance Records

Access consent history and specific consent CTV UI versions agreed to by any user, at any point in time.

Powerful SDKS and API

Integrate with CTV, OTT and Smart TV. Our CMP integrates with leading platforms, including Apple TV and Amazon Fire.

Consent Experts

We provide a tailored implementation considering your business needs, supported by our expert team.



Trusted by **2,500+** companies worldwide

yahoo! VOLVO GIPHY Nextdoor MICHELIN FEVO Rakuten



Tivù la Guida watching TV has never been easier.

"Tivù la Guida" is the new interactive application that revolutionizes the way italian users access information about TV programming. Designed for a simple, fast, and intuitive navigation experience, the application allows you to consult the entire week's TV channels, with constantly updated content

Available on channel 500 of Tivùsat and Digital Terrestrial, "Tivù la Guida" is accessible directly just tuning in to channel 500. Users can navigate the programming by time slots and access content and insights on individual programs. The guide is organized into thematic sections designed to facilitate use and meet the needs of every type of viewer.

Italian free satellite TV platform tivùsat has launched a new HbbTV-based EPG available with a lativù-certified smart TV. The label guarantees consumers the ability to access television content across all platforms: digital terrestrial, digital satellite and internet.

la tivù 4K
DVB T2 | tivùsat | ONDEMAND HbbTV
HEVC

tivù la guida
al canale 500
DTT e SAT

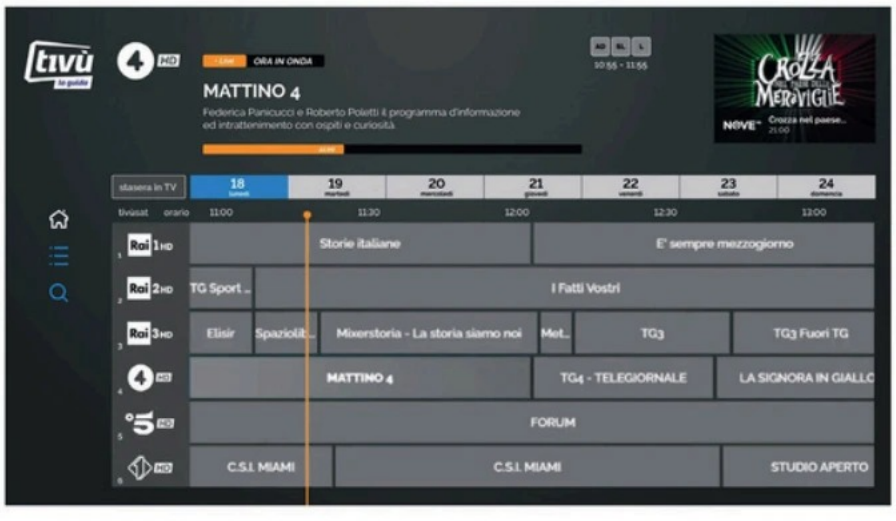
Tivù la Guida: the new application to navigate TV programming



Unlike traditional electronic program guides, "Tivù la Guida" is also an information tool. Each title in the schedule is accompanied by a detailed information sheet, including plot, cast, genre, duration, and target audience. For each program, there are buttons for 'go to channel,' landing on the publisher's website, and sharing on social networks.



On the Home screen, users will find a daily selection of highlights from various channels curated by the Tivù editorial team. Other features include SAT and DTT numbering differentiated by platform and a quick search for content by genre.



The service is already available for all Tivùsat and Digital Terrestrial users with a next-generation TV connected to the network. With a simple remote control button, you can access a universe of content, choose what to watch, and discover something new every day.

Tivù S.r.l., a company participated by Rai, Mediaset, TIM, Associazione TV Locali, and Aeranti Corallo, in 2009 launched Tivùsat, the first free digital satellite platform.

Through an always updated and enriched program guide, Tivù pursues its mission of developing and facilitating access to free Italian TV content broadcast in digital technology.

Since its launch, Tivùsat has offered the EPG service through the website, the mobile app, and the EPG integrated into decoders .

www.tivusat.tv

MoMe

HBBTV SYMPOSIUM 2026

CDN AS A SERVICE / AUDIENCE MEASUREMENT

ARGOS Fluid CDNaaS

Deliver every stream. Measure every viewer.

A CDN built for professional video streaming: local edge nodes in Spain, clear SLAs, pricing that grows with your audience and real-time delivery quality monitoring. Natively integrated with Quortex Switch for multi-CDN routing.

Scan to discover ARGOS Fluid CDNaaS

Meet us at our booth · 18–19 November 2026
Catalonia Barcelona Plaza · marketing@mome.es

AUDIENCE MEASUREMENT **by Icareus**

Real-time viewing data straight from HbbTV-connected TVs and set-top boxes, beyond traditional panels.

Designed by Magnific

ABOUT US

Broadcast technology, designed and operated end to end.

MoMe is a Spanish broadcast engineering company. We design, integrate and operate the infrastructure behind hybrid broadcast–broadband services: from content delivery and audience measurement to monitoring, synchronisation and virtualised workflows.

CDN as a Service

ARGOS Fluid CDNaaS delivers the broadband streams and apps behind HbbTV services.

Audience measurement

Real-time viewing data from HbbTV devices with Icareus, complementing traditional panels.

Monitoring

End-to-end quality monitoring of the broadcast and broadband chain, with broadcast video monitors and probes specialised in SMPTE ST 2110.

vNOC as a Service

Round-the-clock operation of hybrid broadcast–broadband services.

PTP & synchronisation

Precise timing to keep broadcast and broadband content in step.

Virtualisation

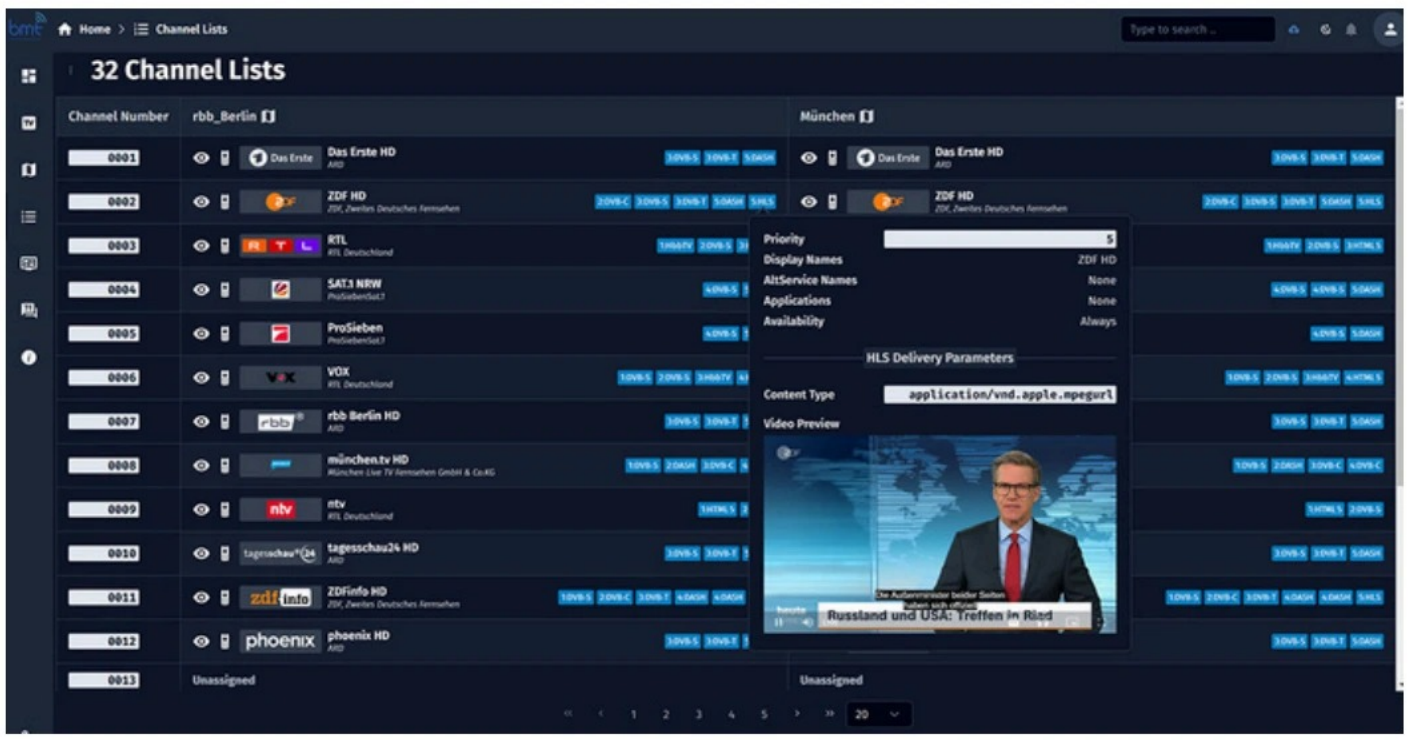
Software-defined headend and playout workflows, ready for HbbTV services.

MoMe

Let's talk in Barcelona

Visit our booth on 18–19 November 2026
Catalonia Barcelona Plaza

www.mome.es
marketing@mome.es



Bayerische Medien Technik GmbH

As a subsidiary of the Bavarian Regulatory Authority for New Media (BLM) and Bayerischer Rundfunk (BR), bmt has been a pioneer in audiovisual media for over 30 years. Specializing in software products (HbbTV, SmartTV apps, DVB-I, TPEG automotive) and services (TV playout, FM transmitter network, frequency measurements), bmt has developed extensive expertise in the media and automotive industry. This expertise has been recognized with several broadcasting industry awards.

At the HbbTV Symposium 2026, bmt will present DVB-I EASY, a cloud-based or on-premise solution for creating, editing and aggregating DVB-I service lists. DVB-I EASY offers among many other features regionalization by postcode or region and provides upload functionalities for LCN tables, region definitions, and tuning parameters.
Furthermore, bmt will inform about the implementation of the DVB-I Book Germany and Test Cases for the planned self-certification process for receiver manufacturers.

Additionally, bmt will showcase its HbbTV Rating Monitor, an analysis tool for broadcast audience measurement.
www.bmt-online.de

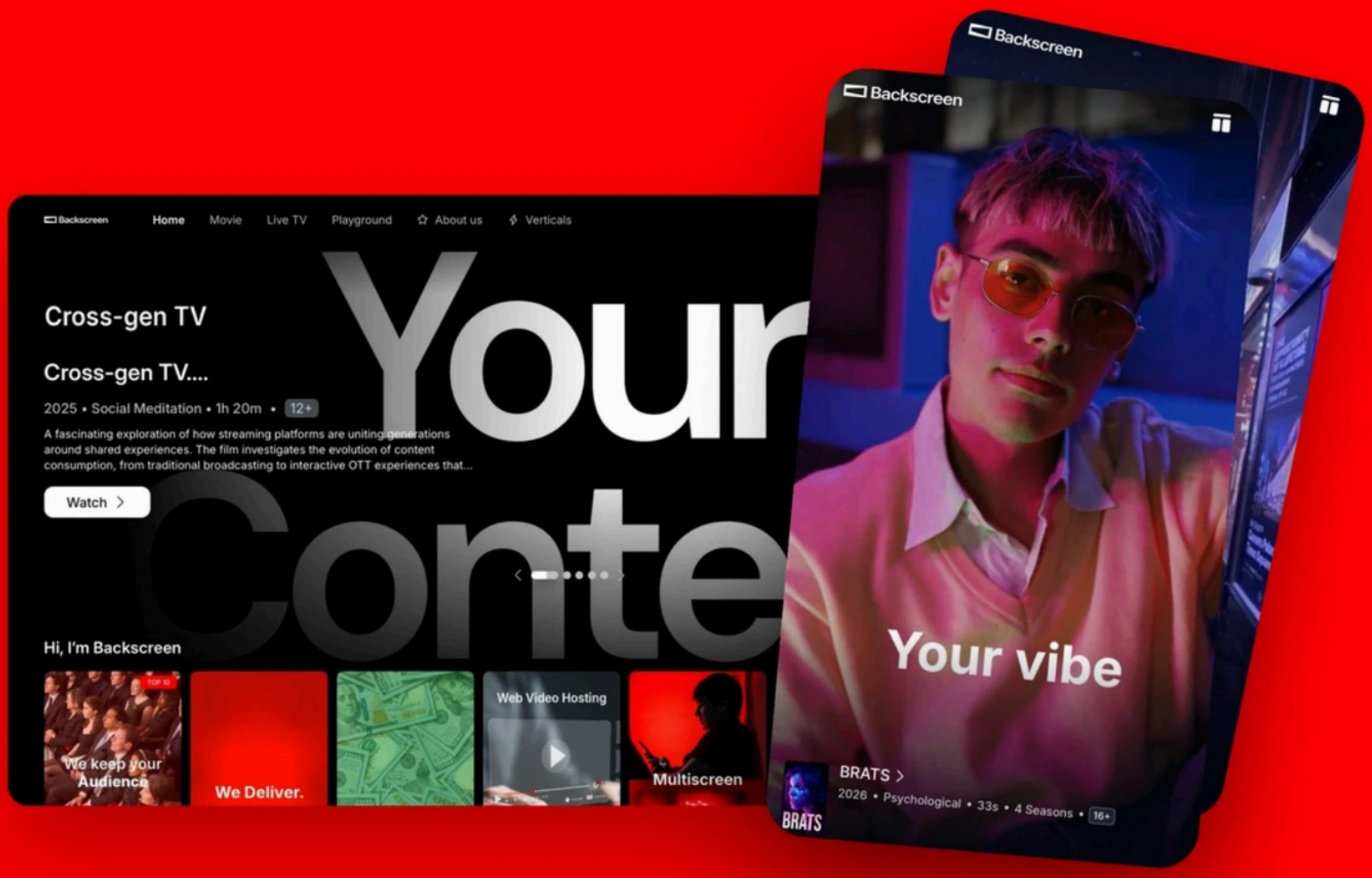
bmt

Bayerische Medien Technik





Backscreen App



You made the audience. We keep it for you.

Cross-gen OTT with vertical video support.

Backscreen App

One Ecosystem.
From Linear to Vertical.

Backscreen App is a scalable, white-label OTT platform for broadcasters, operators and streaming providers. It brings Live TV, on-demand content and swipe-first vertical video into one ecosystem, delivering seamless viewing experiences across generations and devices.

KEY FEATURES

01 **Native vertical UX** built for swipe-first viewing

02 **Personalized feeds** that maximize engagement and reduce audience drop-off

03 **Cross-generational experience** designed for Gen Z and beyond

04 **Video Asset Management** with metadata precision and streamlined publishing

05 **Short-to-long content journeys** connecting discovery with deeper engagement

06 **Marketplace-ready architecture** for future commerce and partner integrations

FROM SWIPE TO SCALE

Advertising	Create new advertising opportunities with flexible vertical formats
Subscriptions	Build premium revenue streams through subscriptions and exclusive content
Transactions	Unlock transactional models with micropayments and pay-per-access journeys
First-party audiences	Grow first-party audiences through free-to-view experiences with registration
Measurement	Measure impact across content performance, engagement and revenue

Beyond Viewing. Built for Growth.

Engage across generations, maximize content value, and turn attention into revenue.

Contact us for a tailored demo
info@backscreen.com

Backscreen

You made it.

Addressable TV Initiative

Building a reliable reach for Addressable TV across Europe •

ATVI certification is assessing the compliance of TV sets with the HbbTV-TA specification, the reference specification in Europe to operate Targeted Advertising (i.e. Dynamic Ad Substitution - DAS) in linear broadcast TV.

HbbTV-TA enables the upscaling of the large linear broadcast TV inventory (26 bn€ / year in Europe).

The ATVI Certification is focussing on the features which are crucial for the reliable usage of the standard.

The ATVI Certification is available for all manufacturers selling TV sets in Europe, and certification results are available for all European Broadcasters willing to run HbbTV-TA services.

atvinitiative.com
contact@atvinitiative.com

VIRTUAL MINDS

A New Way to Sell Linear TV Inventory



The **Virtual Minds Media Manager** uses HbbTV and other audience data to optimise linear TV inventory and open it to programmatic trading. It works alongside existing planning and playout systems, creating a foundation for cross-channel campaigns and automation while keeping broadcasters in full control.

OPTIMISE INVENTORY

- Optimise ad breaks in real time using audience data.
- Automate pre-planning across 1,000+ ad blocks in seconds.
- Select the best spot for each ad break.

OPEN DEMAND

- Sell linear TV by CPM and target group.
- Open selected ad breaks to programmatic buyers.
- Attract new revenue and digital budgets.

KEEP CONTROL

- Keep fixed TV spots unchanged.
- Choose breaks to optimise and offer programmatically.
- Apply broadcaster rules, exclusions and pricing.

PROOF OF CONCEPT

AUSTRIA

- Real-time ad break optimisation on 1.1 million HbbTV devices.
- Inventory sold on a CPM basis, with prorated pricing.
- Under 60 seconds from live data to on-air delivery.
- Developed in collaboration with AGTT and TV-Insight.

Let's talk: sales@virtualminds.com

virtualminds.com

Konodrac

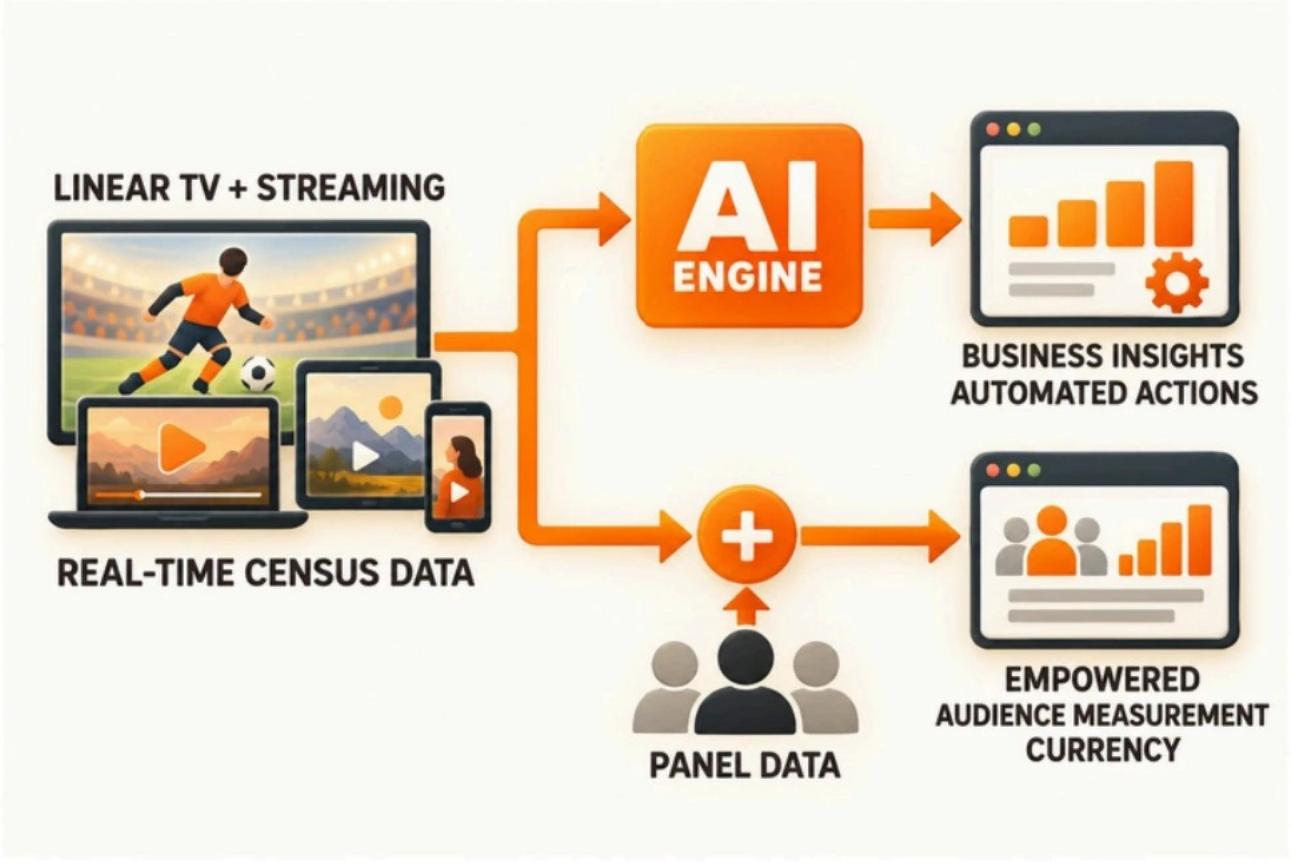
TV DATA. INTELLIGENCE. BUSINESS.

AUDIENCE DATA & OPERATIONAL INTELLIGENCE

Your Audience.
Measured. Valued.

Trusted hybrid audience measurement

Konodrac helps broadcasters turn viewing data into business intelligence. With more than 10 years of experience, we connect census measurement, AI and operational automation to support programming, marketing and commercial teams.



Intelligence for everyday decisions

Understand what audiences watch, when and for how long. Identify viewing habits and content preferences across linear TV and streaming. Use real-time analysis and AI-assisted reporting to support audience retention, content planning and commercial decisions.

Census scale. Panel insight.

Combine granular HbbTV and OTT data with panel research and audience methodology. Add person-level and sociodemographic insight through integration with panel data, supporting more detailed hybrid audience measurement and national measurement frameworks.

RAPID IMPLEMENTATION. MODULAR GROWTH.

Start with your business priorities and expand as value grows.

10+ YEARS OF EXPERIENCE

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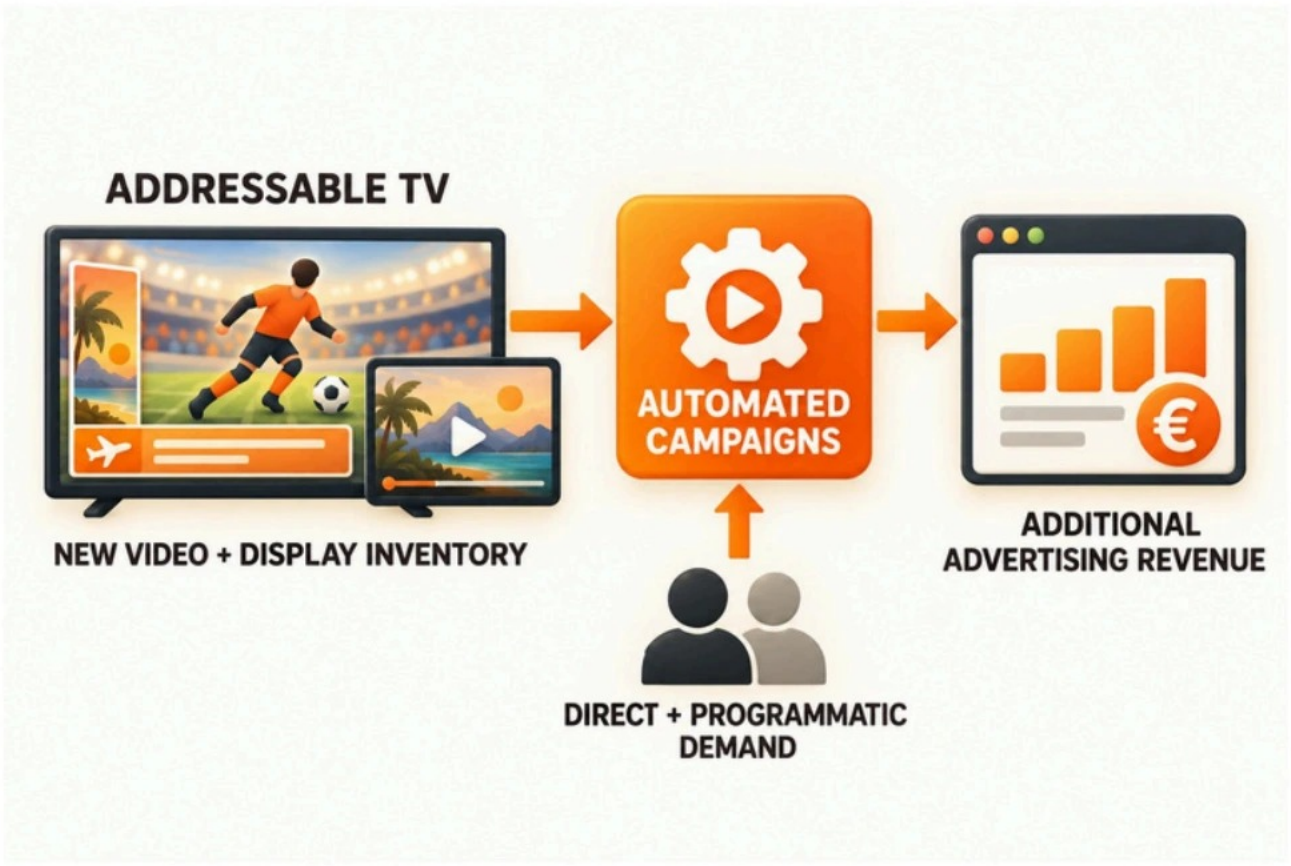
ADDRESSABLE TV & ADVERTISING AUTOMATION

Your TV Data.
More Business Value.

Grow your audience. Increase advertising revenue.

Turn linear viewing into digital advertising opportunities. Konodrac helps broadcasters create additional video and display inventory, activate audience segments and connect campaigns to direct and programmatic demand.



More inventory. More opportunity.

Bring addressable video and L-banner formats to your existing TV channels. Use audience insights to refine segments and support relevant advertising. Give commercial teams new inventory and targeting options for direct sales and programmatic activation.

Automation that supports growth

Connect inventory, campaign delivery and performance reporting. Reduce repetitive operational work so teams can focus on advertisers and results. Extend the value of viewing data into audience development, promotional activity and revenue planning.

RAPID IMPLEMENTATION. MODULAR GROWTH.

Start with your business priorities and expand as value grows.

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