

Do we still need standards?



November 2021

Alberto Bruno

YES: more than ever!



1

WHY do we need HBBTV today?

2

WHAT is HBBTV good for?

3

HOW can we use HBBTV to create a relevant user experience?

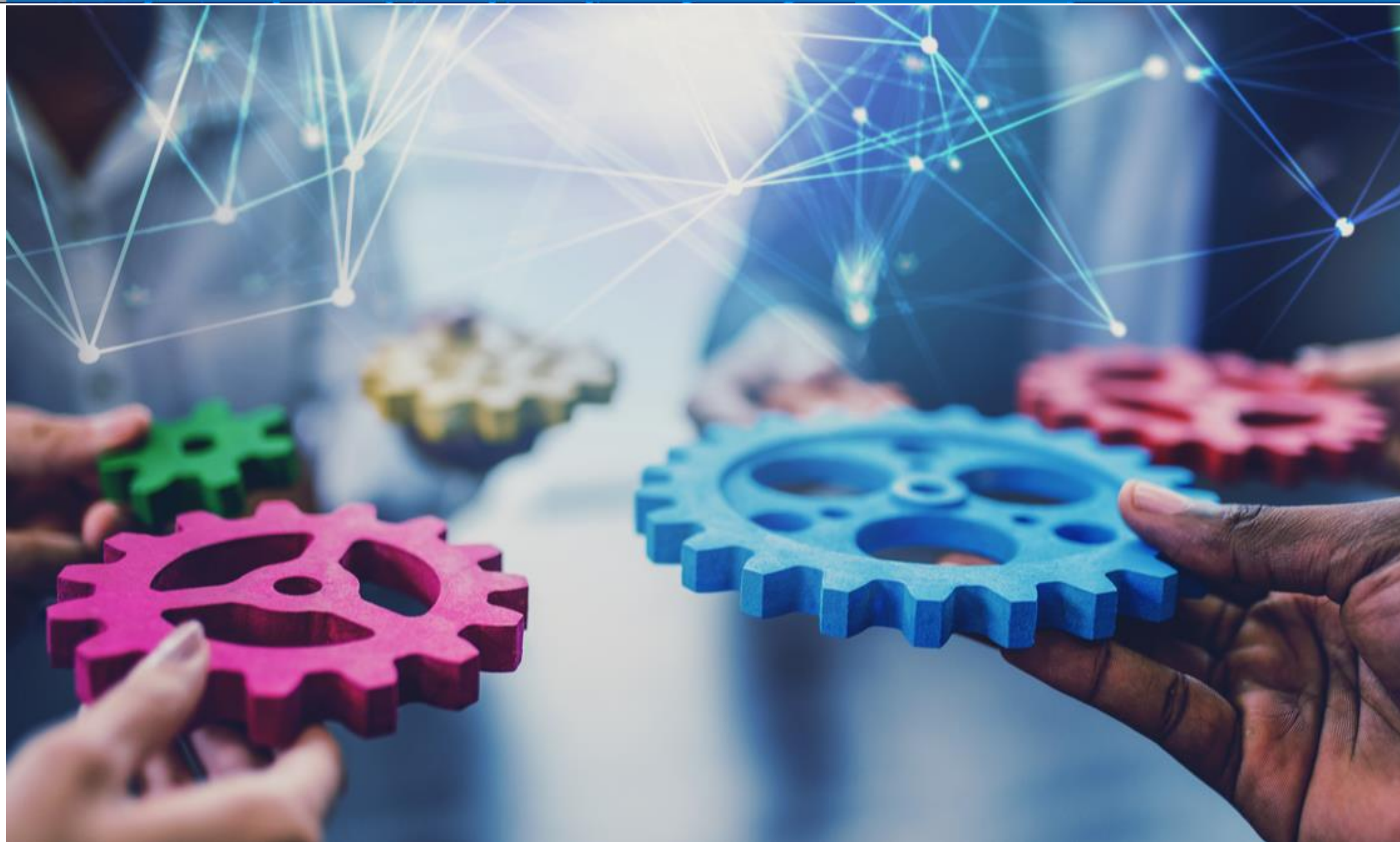
A

TV OS
and
technology
are
fragmenting
more and more



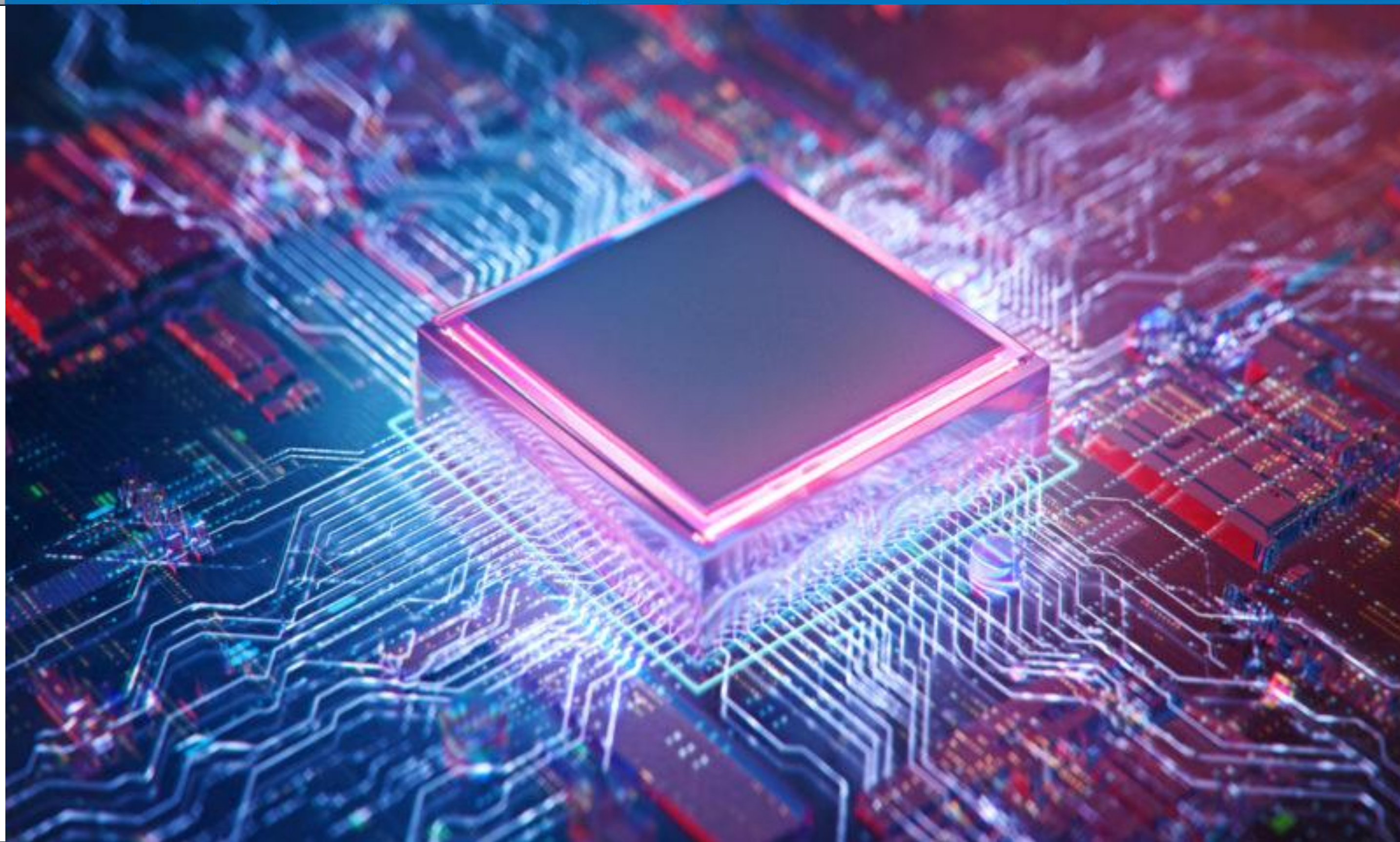
B

The quest
for
interoperability
is more urgent
than ever





Average
performance
is increasing
both on devices
and through
cloud computing





Testing
is what makes
a standard
comes
true



A

It fits very well
with a
lean back
linear TV
experience



B

It is designed
for bridging
linear TV
with
non linear



3 main pillars in designing our HBBTV service

Mind the schedule

Stay relevant with
the on air program

Mind the context

Stay relevant with
the channel

Mind who's watching

Stay relevant with
your viewer



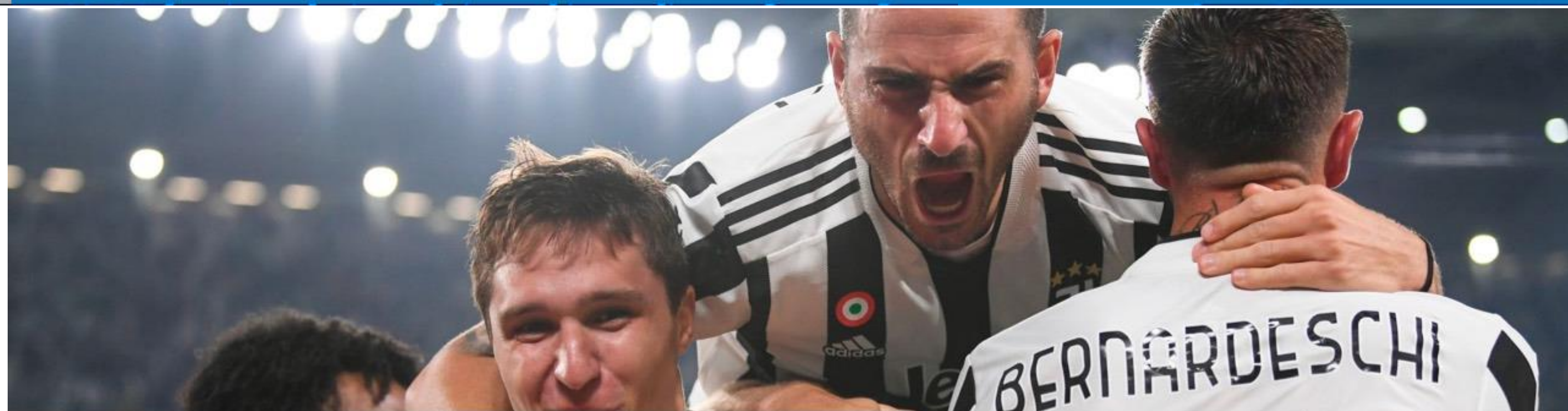
... and some basic hints.






In synch with the
on air program:

Live clipping
and
instant replay




● Ora in onda

Champions League | Juventus - Chelsea: RESTART E CLIP IN DIRETTA




RESTART
Vedi dall'inizio



Clip in diretta


89' - Incredibile palo di Dybala



Clip in diretta

84' - Gol spettacolare di Chiesa

VEDI TUTTI



34

UOMINI E DONNE
La scelta finale di Mauro

TV In Primo Piano Video del momento Programmi TV Fiction e serie tv Film Documentari

MEDIASET
infinity



In synch with the
on air program:

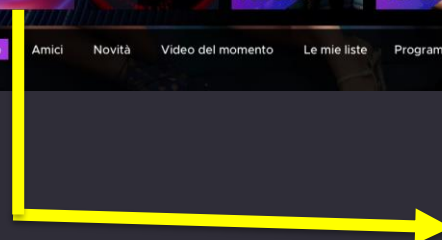
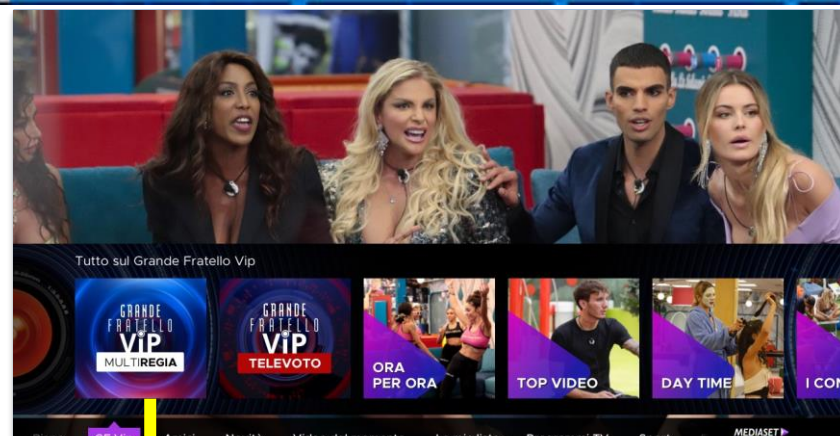
Live cams

+

Voting

+

Best moments
you just lost



GRANDE
FRATELLO
VIP

● DIRETTA REGIA 2



UN'ORA FA...



GF VIP PARTY



LUNEDÌ
E VENERDÌ
ORE 20.45

#GFVIPPARTY

In synch with the
on air program:

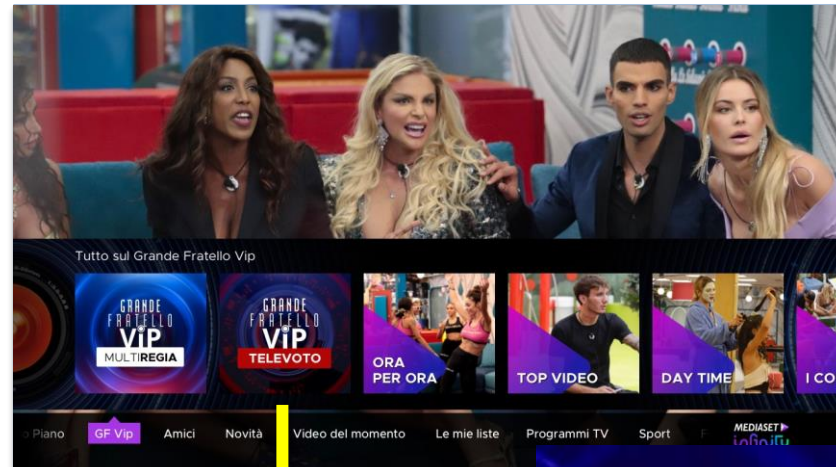
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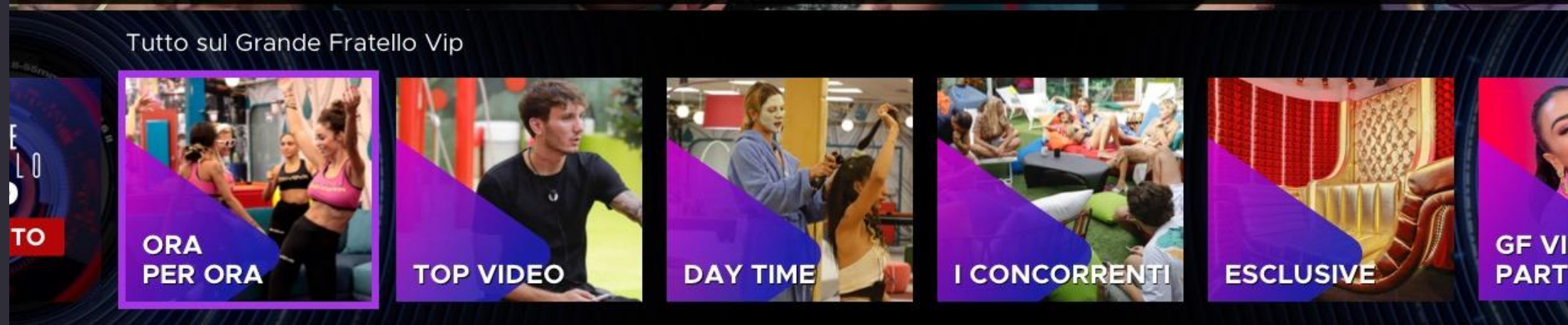
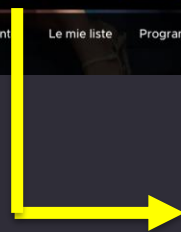
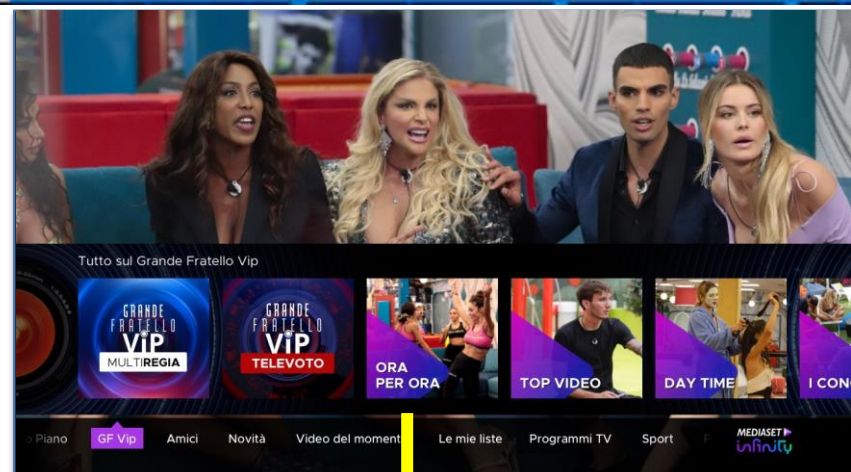
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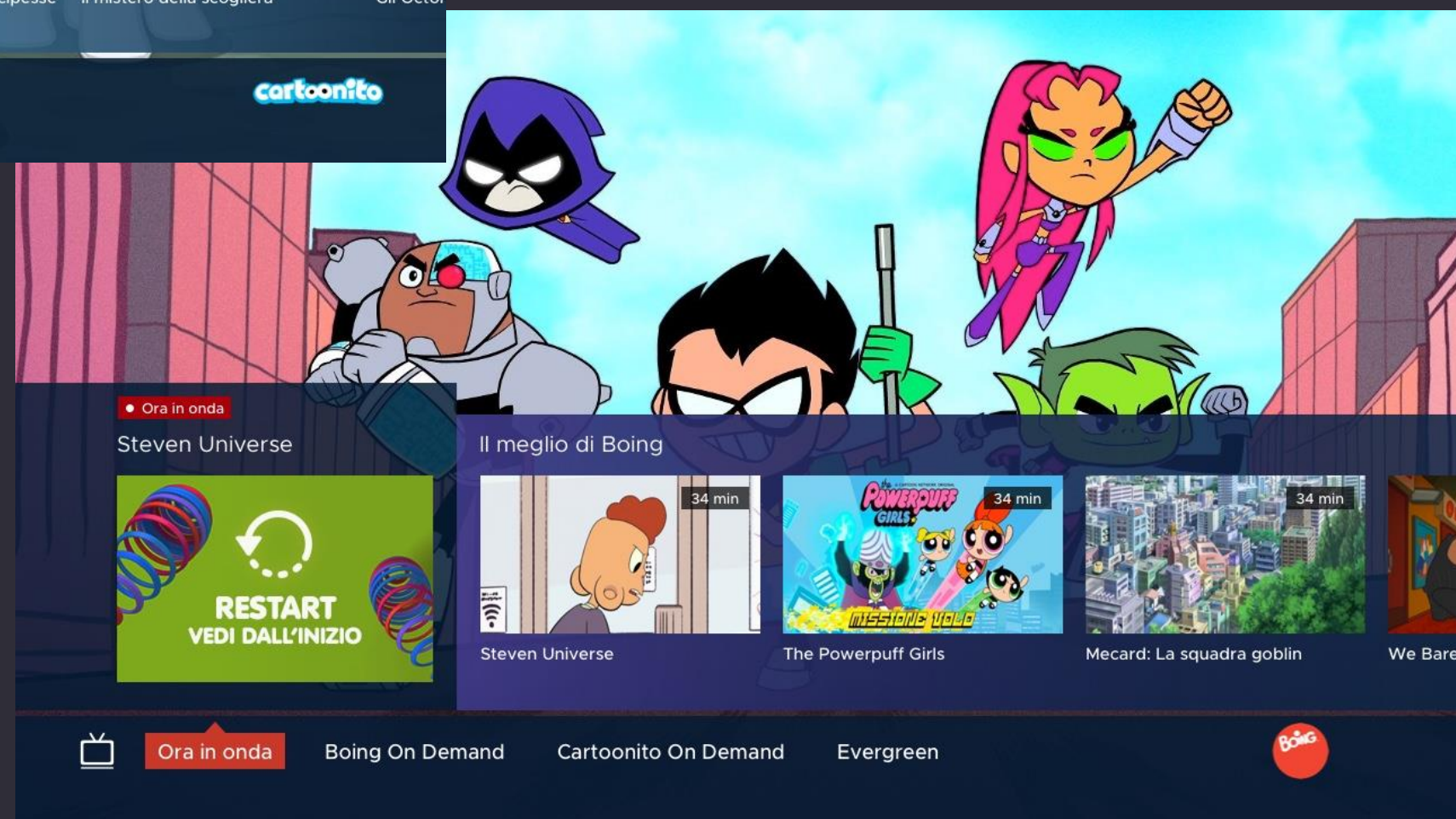
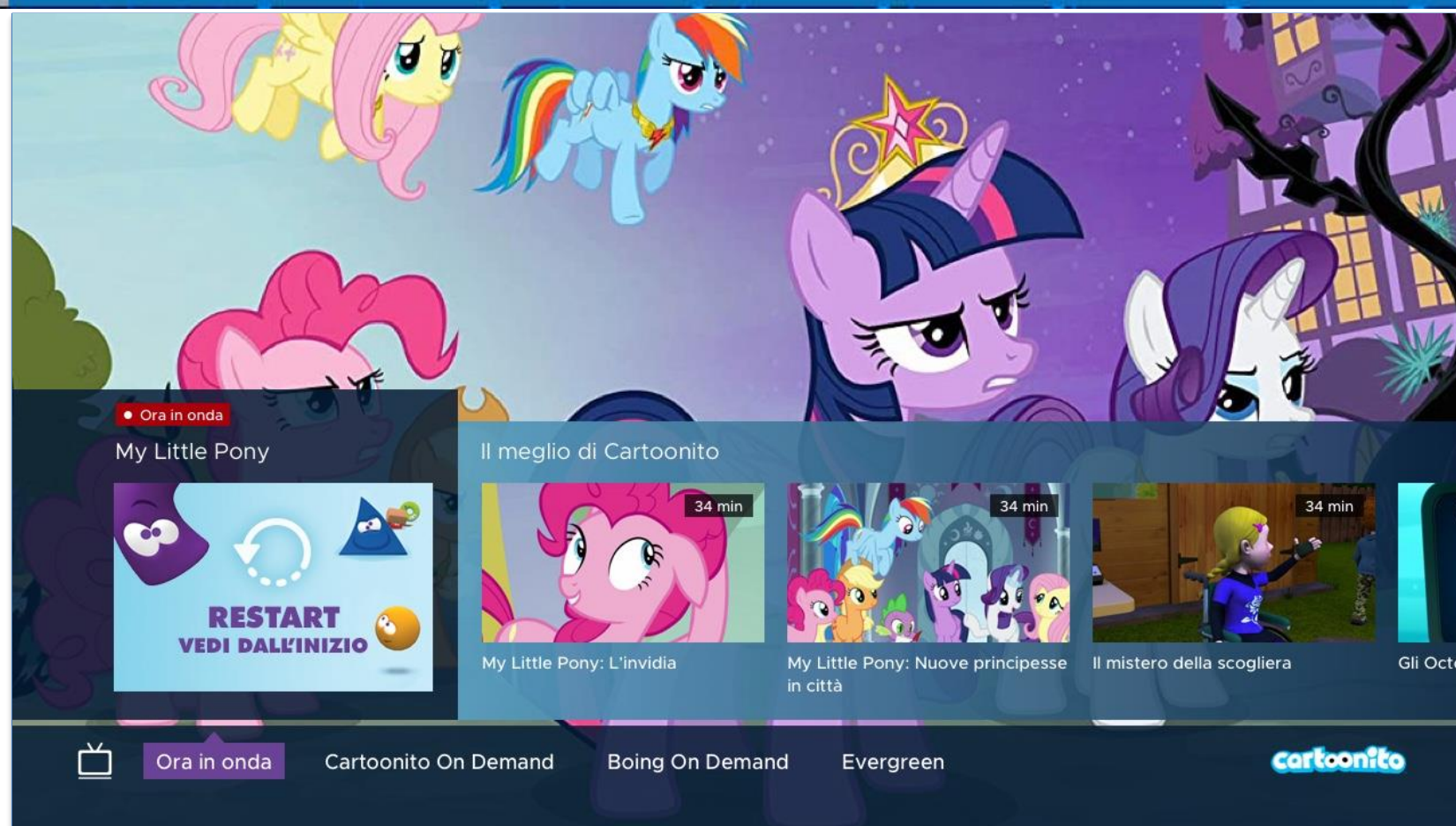
Consistent
with the channel
identity

Movie channel:
restart
+
latest movies



Consistent
with the channel
identity

Kids channels:
restart
+
top characters



Consistent
with the viewer

Profile choice
+
Keep watching
+
Subscribed
SVOD
contents



Consistent
with the viewer

Profile choice

+

Keep watching

+

Subscribed

SVOD

contents

infinity+



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infinity+



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