



# Freeview Play's pioneering uses of HbbTV to enhance the hybrid user experience

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# Who are we?

## DigitalUK

- DUK brings terrestrial TV and on-demand together in next generation televisions and boxes from leading manufacturers – known as Freeview Play
- Since 2015, DUK has lead development of the Freeview Play platform; working with world-leading companies to deliver television which informs, educates and entertains



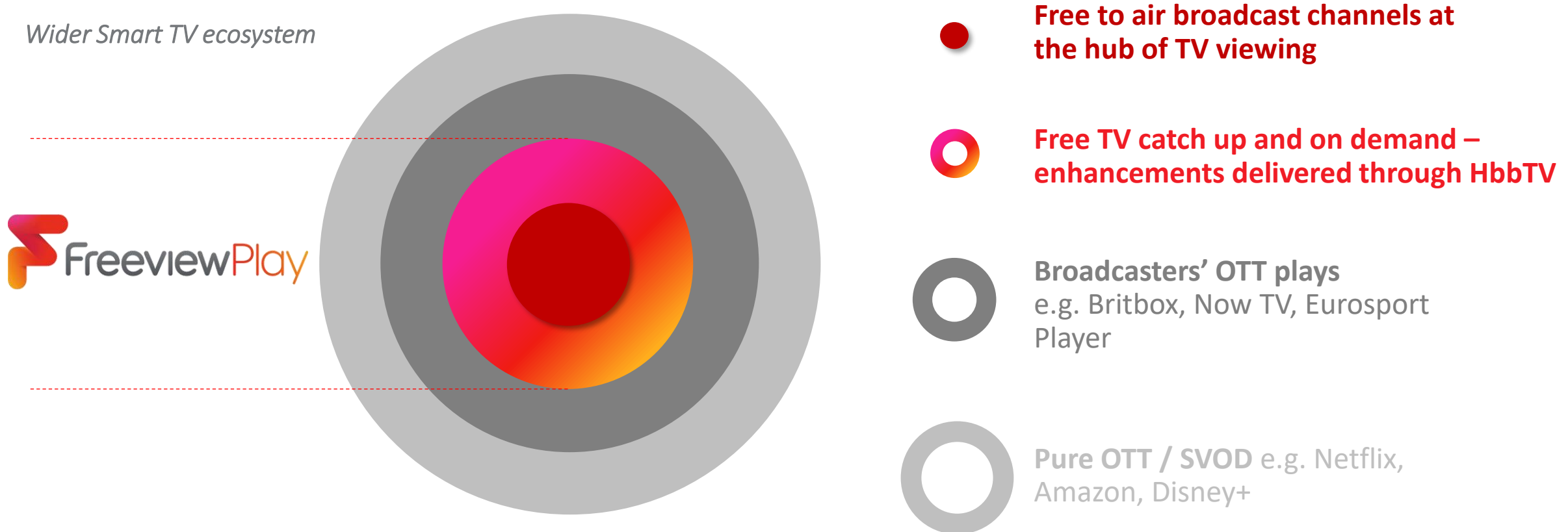
- DTV Services Ltd, known as Freeview, owns the Freeview brand
- Freeview leads on consumer and retail marketing and advertising. Working closely with Digital UK, it also grants trademark licences to Freeview Play device, content and retail partners. C.£200M of investment in branding

In partnership with



“ The principle of ensuring universal and free access to the best of the nation’s content, for all UK viewers, continues to drive Freeview’s evolution. ”

# 'Foundation TV' for savvy viewers who value choice and flexibility



# Freeview Play in the UK TV Market

## FACTS AND FIGURES



Number 1

TV platform across the UK



13 million

Freeview Play devices sold



30,000 hours

of TV on demand

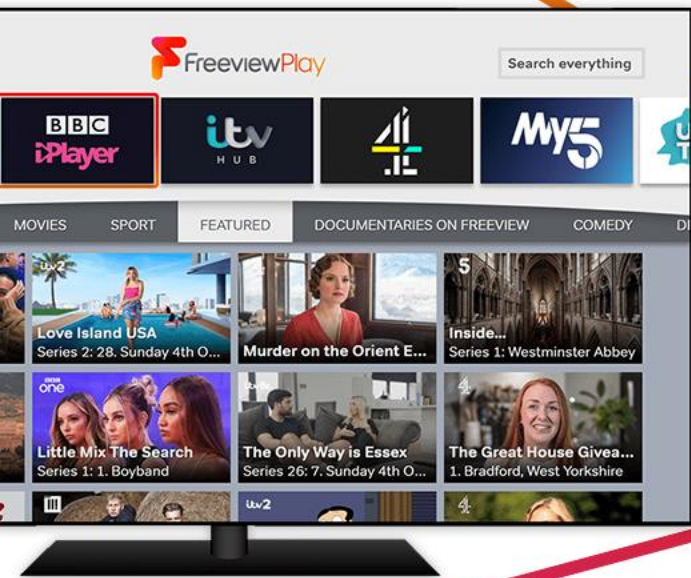


19 of the top 20 TV  
brands

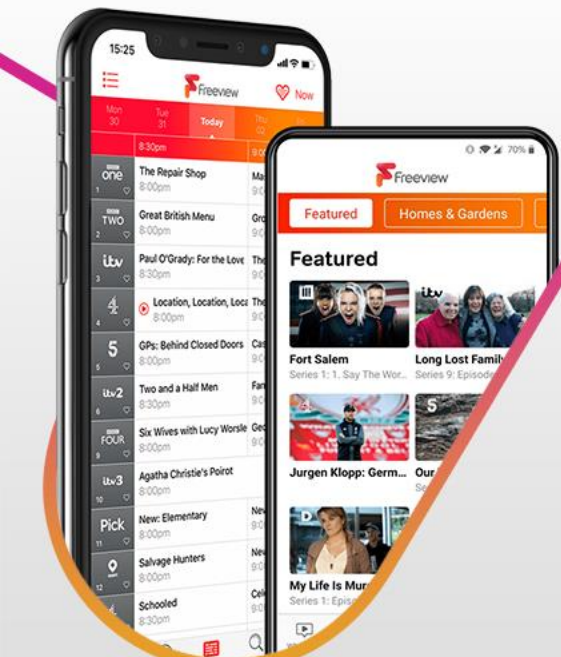
offer Freeview Play



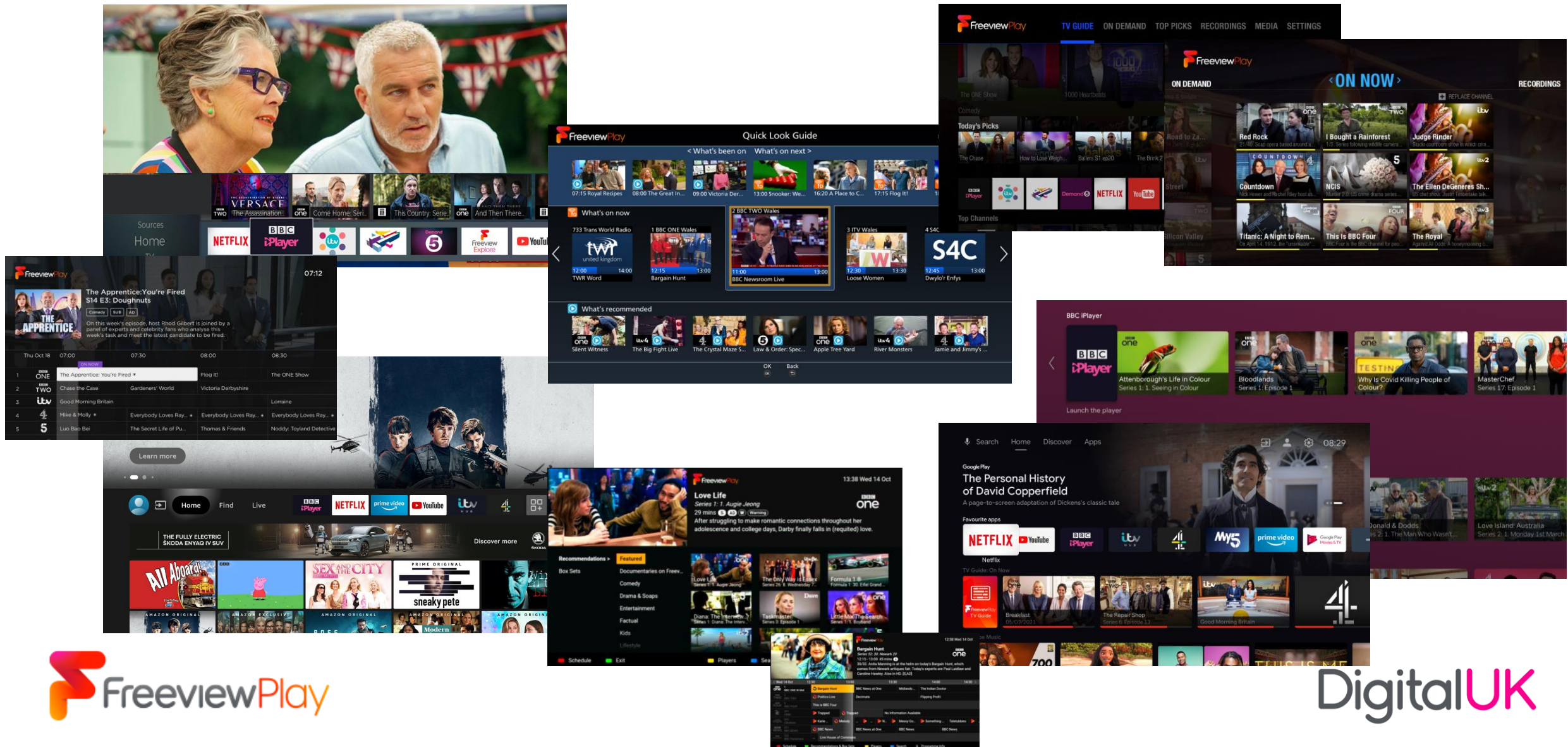




- Hybrid delivery, DTT, now DSAT, and broadband
- Works with any ISP
- Built into a very wide range of compatible Smart TV and boxes, and also available on:
  - Mobile app on iOS + Android
  - Website with popular TV guide, customer support and links to FVP device retailers
- Increasingly through HbbTV, we are building our own content discovery user interfaces delivered across our TV base: consistent, beautiful, compelling
- And as always, our device partners continue to use our metadata & feeds to create experiences that tie them closer to their customers...



# Our device partners continue to compete with each other, driving forward valuable experiences for UK audiences...







**itv**  
H U B  
The Void

## Our Award-Winning HbbTV Products: **Accessible TV Guide**



**BBC**  
**iPlayer**  
I May  
Destroy You

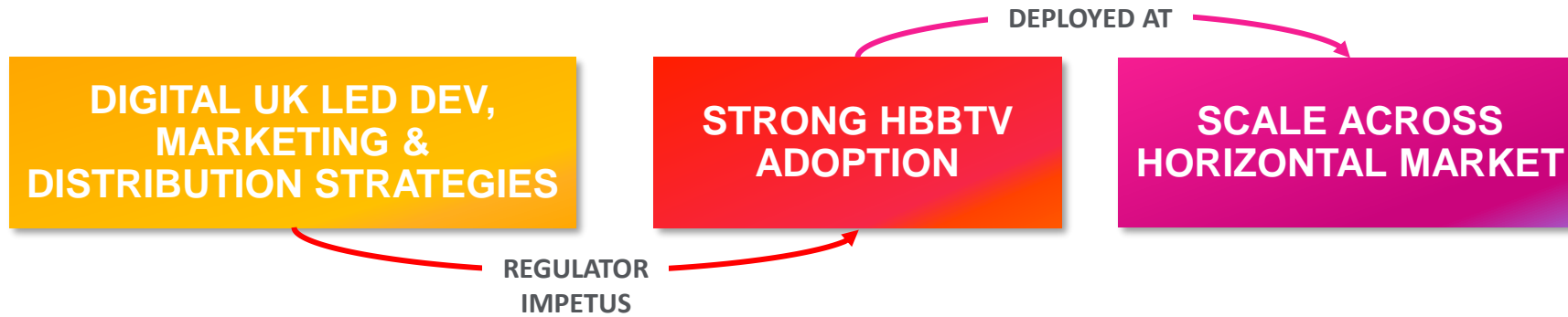
# Freeview Accessible TV Guide

- Available from channel 555 as an HbbTV broadcast-related app
- Available on 95% of the FVP connected base (potential up to c.12M)
- Key features:
  - ✓ Simplified navigation
  - ✓ Filtering for Subtitles, Audio Description, Signing
  - ✓ Permanently zoomed to increase legibility
  - ✓ High contrast display
  - ✓ Optional “Text to Speech” technology to help blind and partially sighted people navigate it





# What was the background to finding a solution?



**DUK CERTIFIED PRODUCTS ROLLING OUT ACROSS THE INDUSTRY...**

**R N I B**

**dac**  
digital accessibility centre

**AbilityNet**



**SCOPE**

Equality for disabled people

**ACTION ON HEARING LOSS**

# Key Benefits of the Accessible TV Guide



## *For customers*

- Through HbbTV, delivering an **easier and consistent experience**
- **Free** service on the UK's largest DTT platform **across all new & older** internet-connected Freeview Play devices
- **Ready to go at Channel 555**, with no need to install software or set up equipment
- Its **customisable** to viewers specific accessibility needs, streamlining browse journeys enabling more content consumption

## *For device partners*

- Delivers **regulatory compliance**
- **Helping customers**



itv2

Love  
Island

## Our Award-Winning HbbTV Products: **Explore Freeview Play**



Gordon  
Ramsey  
Uncharted





Home

My Shows

Categories

Box Sets

Settings & Help



## Top Picks



# Key Benefits of the Explore Freeview Play app



## *For customers*

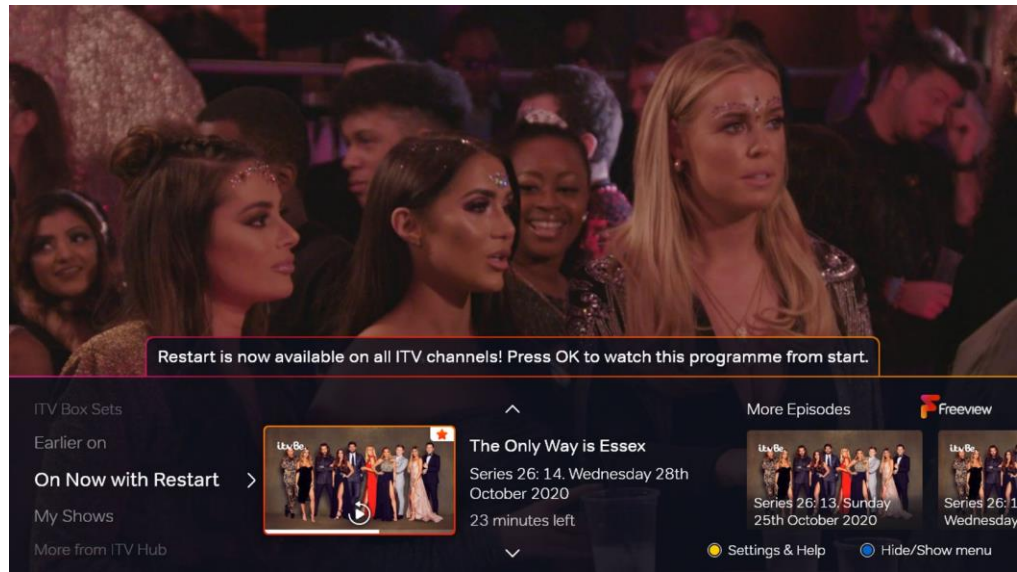
- Through HbbTV, delivering a **consistently quality experience and range of content on all new & older** internet-connected Freeview Play devices
- **Ready to go at Channel 100**, with no need to install software or set up additional equipment
- **Gives customer control** to add their favourite brands to My Show

## *For device partners*

- Achieves **Freeview Play conformance** (inc box sets, for instance) for device manufacturers that may not have budget to build this themselves



# Other innovations on the horizon with HbbTV...







DigitalUK

**Please help us spread the word....**  
**Contact: [olivia.may@digitaluk.co.uk](mailto:olivia.may@digitaluk.co.uk)**



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