

## Opportunities and challenges in 2019

### Dear members,

An eventful year 2018 lies behind us. With Google, Sky, RAI, ERT, Kineton and Skyworth, we were able to add a significant number of industry leaders as new members for the HbbTV Association. We published the freely available DASH DRM Reference Application and the DASH Validation Tool, a valuable tool for simplified content compliance testing.

The 7th HbbTV Symposium and Awards 2018 with our partner Deutsche TV-Plattform a few weeks ago in Berlin was a milestone for our association with over 300 participants from 27 countries, and a vibrating and at the same time friendly atmosphere, felt by all participants.

Major public and commercial TV broadcasters in several European countries are initiating or reinforcing the formation of national alliances and platforms as they strive to adapt to new viewer preferences and protect their future against aggressive newcomers. HbbTV is and will be a central element of these new hybrid broadcasting and OTT platforms. As the leading European and global open specification for enriched TV services, HbbTV creates for these new platforms the opportunity of a high reach among smart TV sets and set-top boxes in the market right from the start.

In 2019, we hope to deliver major new specification elements to fully enable addressable/targeted TV advertising which will add to the growth opportunities in the TV business enabled through HbbTV. Our test suite will be complemented by tests associated with OpApp, one major recent development of HbbTV.

We look forward to review and celebrate these developments with all our members and partners during our 8th HbbTV Symposium and Awards 2019 which will be held in Athens.

It has been a pleasure working with the HbbTV community in this very active 2018, and I look forward to do even more in 2019.

I wish you, your families, colleagues and friends a good and successful start into the New Year and, above all, good health in order to successfully master the challenges ahead of us.

Best regards,

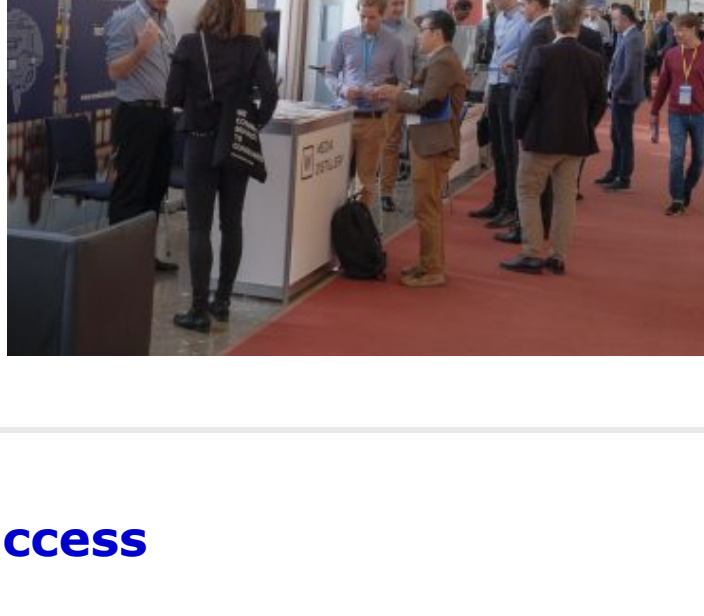
Vincent Grivet  
Chair HbbTV Association



### DVB World 2019 - HbbTV Masterclass (March 11, 2019 @ 9:00 am - 12:00 pm)

You will have an opportunity to sign up for the masterclass when [registering for DVB World 2019](#). The masterclass is only open to those attending the conference. [More](#)

## Impressions: 7th HbbTV Symposium and Awards 2018



### Great Success

With over 300 delegates from 27 countries, the 7th HbbTV Symposium and Awards 2018 in Berlin, co-organised with Deutsche TV-Plattform, reached a new record number of visitors and speakers.

The presentations, audio recordings of all conference sessions and the photo gallery are available for download on the [HbbTV website](#).



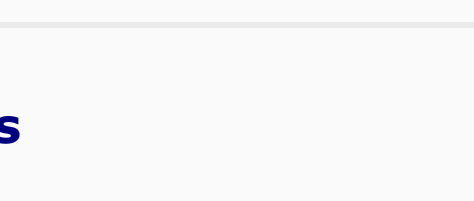
### See you in Athens

The 8th HbbTV Symposium and Awards 2019 will take place in Athens at the invitation of Greek public broadcaster ERT.

## Milestone: 1,000 Twitter followers

The HbbTV Association's Twitter account has reached the milestone 1,000 followers on December 12, 2018. Since its restart at IBC 2018 with around 650 followers, this very powerful social media tool to reach B2B communities has constantly increased its reach with an average of more than 1,000 page impressions per day.

Follow us [@HbbTV\\_official](#).



## Latest Press Releases

### HbbTV at the heart of European broadcasters' new platforms

HbbTV will be a key element of the new hybrid broadcast and OTT platforms currently being prepared by major European public and commercial broadcasters in countries such as Germany, France and Spain after similar moves in the UK and Italy for instance. [More](#)

### HbbTV Awards 2018 Winners Announced

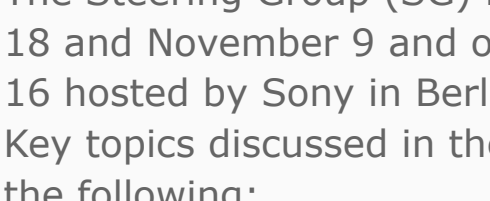
HbbTV Awards 2018, showcasing and celebrating excellence in the HbbTV community, were awarded at a prestigious ceremony on November 14, 2018, as part of the 7th HbbTV Symposium and Awards in Berlin. [More](#)

### DVB and HbbTV Release DASH Validation Tool to Simplify Content Conformance

The HbbTV Association has collaborated with DVB to compile a DASH Validation Tool. The newly released tool conducts checks of ISO/IEC 23009-1 MPEG-DASH media presentation descriptions (MPDs) and segments to ensure conformance with DASH-related specifications from DVB and HbbTV. [More](#)

### HbbTV on YouTube

The MarCom team has relaunched the HbbTV Association's [YouTube channel](#). The videos of the winners of the HbbTV Awards 2018 are now available in the [playlists](#) with further new content to be added on a regular basis.



## News from the Working Groups

### Steering Group

The Steering Group (SG) held three teleconferences on September 21, October 18 and November 9 and one face-to-face meeting on November 15 and 16 hosted by Sony in Berlin right after the 7th HbbTV Symposium and Awards. Key topics discussed in the teleconferences and face-to-face meeting included the following:

- Updating the membership exclusion & resignation process.
- Starting a discussion on the options for future HbbTV specifications based on the input provided by the Requirements Working Group. The SG agreed to start an HbbTV roadmap for future features and specifications.
- Elaborating a Test Boost Plan in order to balance the demand and supply of testing reviews.
- Discussion of how to better manage the HbbTV developer community including direct discussions with a developer team.

### Specification Group

The Specification Group continues to work on three activities:

1. The HbbTV Targeted Advertising specification. The group has phone conferences every two weeks on Tuesday mornings and had a face-to-face meeting on December 5 and 6. It has decided to include W3C MSE for playing ads from memory. The group is working on a "fast media switch API" to enable TV sets and set-top boxes (STB) to optimise switching between broadcast and broadband and back again. It is discussing three different profiles with progressively tighter timing requirements for switching in each direction.
2. Phase 2 of the Application Discovery over Broadband specification ("ADB"). The group has phone conferences every two weeks on Tuesday afternoons. All the main topics have been addressed to extend this specification to enable HbbTV applications to run on TV sets where the DVB broadcast comes over HDMI 1.5, 2.0.1, 2.0.2 and OpApps. For HbbTV 2.0.1/2, 17 issues are resolved and another ten are open. For OpApps, 28 issues have been resolved and another nine are open.

### Marketing Group

After our deep involvement to deliver the 7th HbbTV Symposium and Awards in Berlin last November, the group has taken up again a few paused projects and a couple of new relevant events for 2019. Besides the recurring MarCom activities, it is working on the following projects:

[hbbtv.org](#) - partial review of content organisation (review of prominence) and content access (improvement) of the HbbTV website. This includes properly hosting the Berlin Symposium content (presentations) and Awards (services and apps) materials. Moreover, in the last few months the MEWG identified key messages that explain the HbbTV features and the related benefits. In short these are the following:

- granting maximum reach for interactive services,
- enriching broadcast services,
- offering simple access to enriched services,
- enabling targeted ads on TVs,
- enabling enhanced digital switching in interested countries,
- creating branded TV viewing experiences with OpApps,
- reducing operator's costs while accelerating go-to-market deployments.

Each of these messages has related business and technical resources and tools we would like to arrange properly and granting easy access to them.

- Small company and individuals membership: We are elaborating a proposal for the SG that is considering the possibility to extend the membership to small companies and individuals at a reduced fee under certain clearly and well defined conditions.
- Onboarding project: The project is aimed at potential new comers, an open window on HbbTV business and technical world with clear and easily understandable messages explaining the benefits and advantages of embracing HbbTV technology. A list of resources, organised around a few categories, will be made available: a directory of member companies who provide expertise, services, technical training, equipment for implementing HbbTV and other resources.
- "Implementing HbbTV" Masterclass at the DVB World preconference in Dublin on March 11, 2019: The masterclass is offering a business overview of the HbbTV technology. Managers, decision makers and CTOs from the broadcasting industry will gather a knowledgeable insight of the business benefits and the technology needs to implement HbbTV services (<https://www.dvbworld.org/masterclass>).
- 8th HbbTV Symposium and Awards, Athens, autumn 2019: We started working with ERT, the partner of the 8th HbbTV Symposium and Awards, to define location, dates and the topic of the next Symposium and Awards. We need your help for making it happening in a successful way! Please join our MEWG bi-weekly call on Thursday.

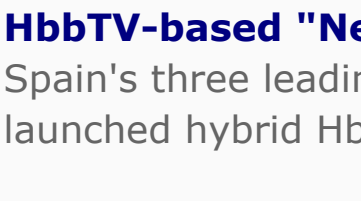
### Testing Group

In early November, the Testing Group issued version 2018-3 of the HbbTV Test Suite. This is a maintenance release of the previous version 2018-2 suite, in use since July 2018. The release includes total 2,146 test cases, 1,644 approved, of which 104 tests were repaired and 2-approoved.

The group is expecting a number of new additions to the releases of the Test Suite in 2019, covering the new features in the latest version of the specification.

In cooperation with DTG, the Testing Group plans to hold the next Testing Event in March 2019 in London. The event is an opportunity for manufacturers to execute tests on their devices and log those executions as part of the evidence required to approve test cases for the version 2019-1 release.

As always, the group encourages everyone to get involved in the development of the Test Suite as it provides a valuable resource for improving conformance and interoperability.



### HbbTV OpApp webinar

The replay of the webinar and presentations carrying more information on the first groundbreaking HbbTV OpApp deployment by Tivù, Yotta Media Labs and Veve are now online and can be accessed [here](#).

## HbbTV in the Media

### Will HbbTV be Google's Beachhead into TV Advertising?

HbbTV might enable Google to ramp up its TV business more quickly. (VideoAdNews) [More](#)

### HbbTV-based "Netflix rival" debuts in Spain

Spain's three leading broadcasters RTVE, Atramedia and Mediaset have launched hybrid HbbTV platform LovesTV. (Broadband TV News) [More](#)

### How popular are smart TVs?

In 2016 11% of Europeans watched internet streamed TV or other video content on a smart TV set; 4% of individuals used a smart TV to browse the internet through a browser app, and 3% used it for other apps, such as games or online shopping. (Eurostat) [More](#)

### HbbTV advances in Russia

Russian satellite operator Orion is introducing HbbTV for broadcasters that use its services. (Broadband TV News) [More](#)

*This newsletter is published by the HbbTV Association Press Team.*

Contact HbbTV Association:  
Heinrich E. Haase  
Project Coordinator HbbTV Association  
email: [heinrich.haase@hbbc.de](mailto:heinrich.haase@hbbc.de)  
Tel: +49 160 96 25 37 92

Press Contacts:  
Thomas Fuchs  
Fuchs Media Consult GmbH  
email: [tfuchs@fuchsmc.com](mailto:tfuchs@fuchsmc.com)  
Tel: +49 171 4483 168

Holger Crump  
Fuchs Media Consult GmbH  
email: [hcrump@fuchsmc.com](mailto:hcrump@fuchsmc.com)  
Tel: +49 151 401 404 93

[Unsubscribe](#) from this newsletter list.