HbbTV Operator Applications
9th May 2018, DTVP / Smart Media
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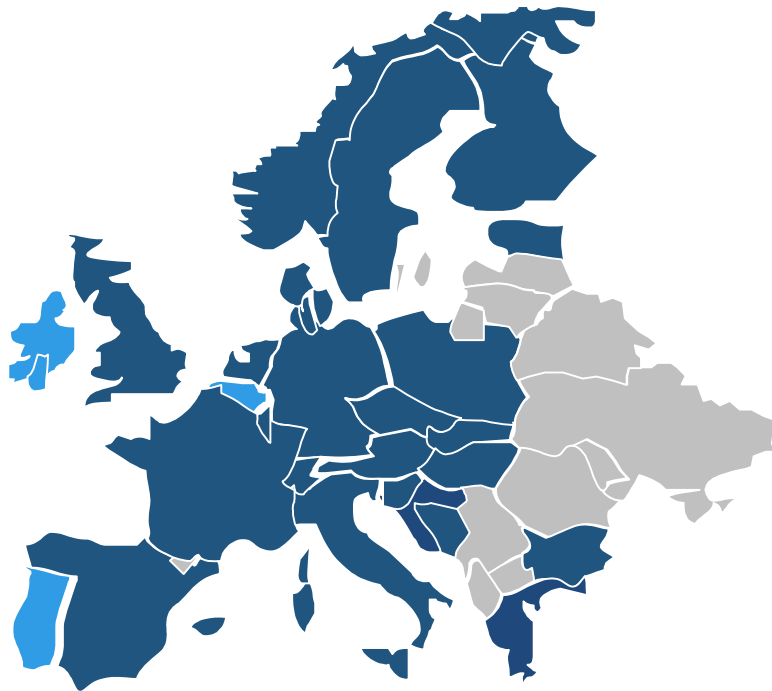
AGENDA

➢ Update HbbTV

➢ Operator Applications: What? Why?

➢ Status Operator Applications

➢ Summary

Update HbbTV

35
Countries

>300
Apps

>44 Mln
Devices

>120Mln
Homes Reach

Update HbbTV

- in regular operation
- announced / trials
- under consideration

Update HbbTV

- ## HbbTV 2.0.1 (ETSI: TS 102 796 V1.4.1)
  - – UK + Italy features added

  Published in ETSI

- ## HbbTV 2.0.2 (ETSI under preparation)
  - – Support for HDR, HFR Video and Next Generation Audio added

  Published in HbbTV

Update HbbTV

- Operator Applications (OpApps) Specification has been published as an extension to the Core Specification

Published in HbbTV

OpApps: What?

- OpApp is an HbbTV Application that provides access to live channels and on-demand functionality from an Operator and can substitute the STB.
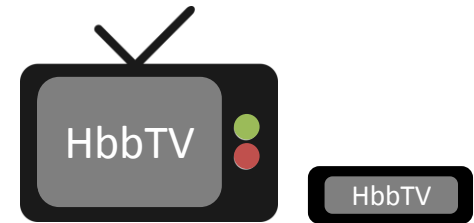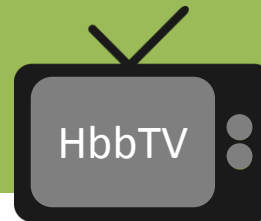
OpApps: What? – Use Cases

STANDARD

- No spec work required
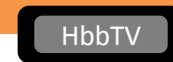- Example: RED starts Broadcaster App, GREEN Operator environment

PRIVILEGED

- Runs directly on a TV, replaces TV-UI partially with a branded Operator experience
- Like another „Source"
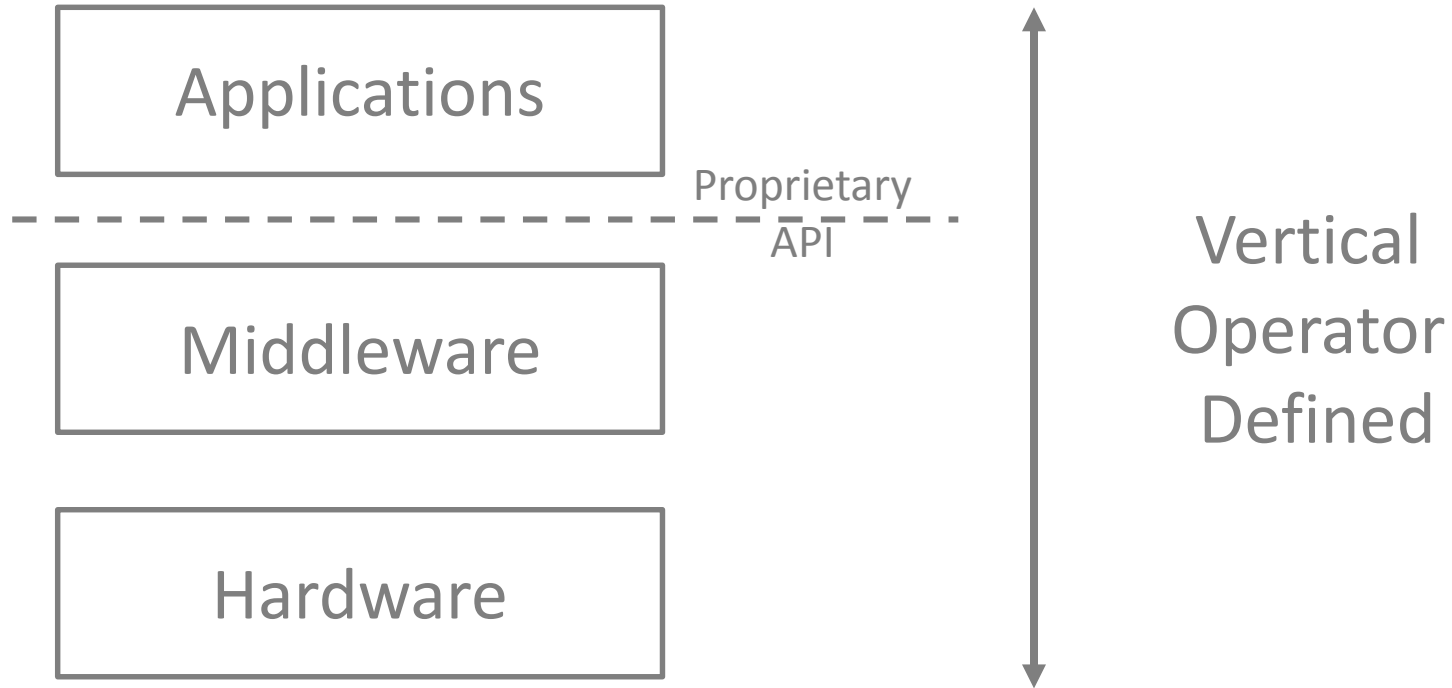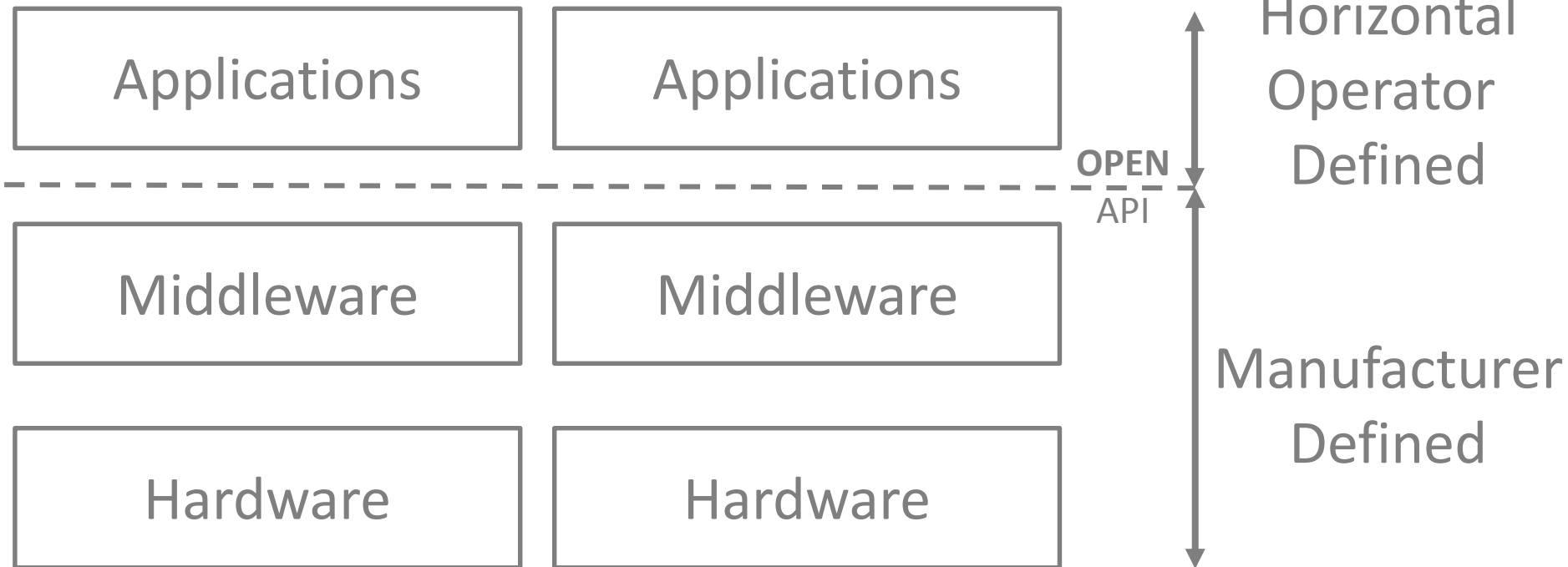- Assumes bilateral agreement Operator / TV manufacturer

OPERATOR-SPECIFIC

- Intended for white-label STBs
- Replaces all of the STB-UI by an Operator UI
- Assumes bilateral agreement Operator / TV manufacturer

OpApps: What?

Applications

Proprietary API

Middleware

Hardware

Vertical Operator Defined

OpApps: What?

Applications

Applications

OPEN
API

Middleware

Middleware

Hardware

Hardware

Horizontal Operator Defined

Manufacturer Defined

OpApps: Why?

HbbTV
- Expands customer base for HbbTV Platforms
- Enriches HbbTV Ecosystem
- Makes life easier for consumers

OPERATORS
- Mature and well-deployed standard!
- Compatible with existing Specification and Broadcaster Apps
- More Content; reduces complexity & cables
- Branded experience to their customers
- Consistent customer support

CONSUMERS
- Reduces complexity
- Full control of TV content
- Less cables / equipment at home
- More content by accessing to all Operator's services

Status OpApps

- HbbTV ordered OpApps Test Cases in Jan 2018 to support adoption and to secure excellent implementation quality!

- Reviewing of the Test Cases is ongoing by members and external resources!

- OpApps Specifications have been published!

- Integration of OpApps into the HbbTV Test Suite is planned for mid 2018 – thus products could appear in the market in 2019!
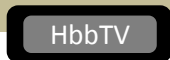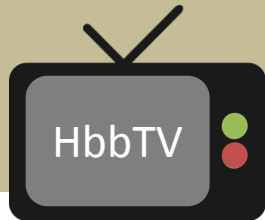
Status OpApps

STANDARD (in operation)

PRIVILEGED (PoC)
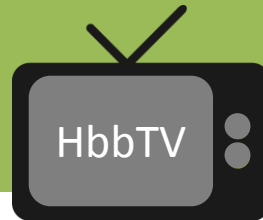
OPERATOR-SPECIFIC

* Plan: in operation end 2018

Summary OpApps

✓ HbbTV = Mature and well established

✓ OpApps can reduce costs and enhance viewing experience for Consumers

✓ Specifications have been published

Published in HbbTV

✓ Market has started to work with OpApps

HbbTV Association

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Appendix

- Further Information can be found on the HbbTV website

  www.hbbtv.org

- A document „OpApps Explained" can be found here.

Discovery of OpApps

- Broadcast: AIT – reference to DVB Service

- IP based: DNS Lookup
  - Standardised Domain Name
  - Domain Name from Descriptor in Broadcast NIT/BAT
  - Domain Name hard-coded in Terminal

- URL:
  - Hard-coded in Terminal
  - From CI-Module