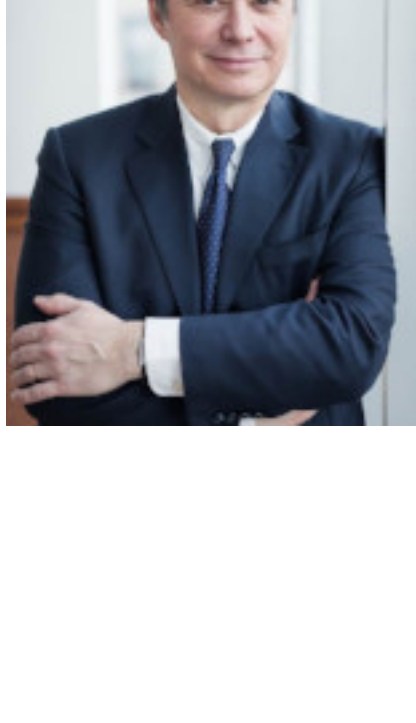




MEMBER NEWSLETTER
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New Opportunities for HbbTV

Dear readers,

The growing trend of viewers for on-demand content has sparked new cooperations between broadcasters, public and commercial, to set up joint platforms, making it easier for viewers to find and watch their favourite programmes.

We've seen such initiatives in the UK now joined by new countries such as Italy, Spain, Germany and soon France. As an open standard, HbbTV provides the ideal technology base for these new platforms, enabling broadcasters to reach all compliant smart TVs and set-top-boxes through a single application, and soon to apply to their broadcast advertising inventories the sophistication now reserved to digital inventories. These are the exciting possibilities opened by HbbTV, and the HbbTV Symposium and Awards 2018 on November 14-15 in Berlin will be the perfect opportunity to update on the capabilities, advantages and future-proof features of HbbTV.

You are sincerely invited to join us in Berlin!

Vincent Grivet
Chair HbbTV Association

Short Stories

Registration for the 7th HbbTV Symposium and Awards 2018

Registration for the 7th HbbTV Symposium and Awards 2018 in Berlin (November 14-15) is now [open](#).

General Assembly

The HbbTV Association conducted a General Assembly on May 14, 2018 in Darmstadt and has also elected a new Steering Group for two years, welcoming Panasonic, RAI and TDF as new members. [More](#)

New Steering Group

Over the two-year term, the group will focus on improving viewers' experience through developments such as HbbTV 2.0 and operator applications while adjusting to new privacy regulations like GDPR and ePrivacy. The first face-to-face meeting of the newly elected Steering Group was hosted by Cellnex on July 10 and 11, 2018. Key topics discussed include the following:

- The gap between the number of test cases needing review and the resources contributed by members to do this
- The recommendation from the informal privacy discussion on what to do with the consultant's GDPR report and what to do afterwards.
- How to better exploit the successful execution of the DASH-DRM reference application on 15-20 devices.

Phone conferences have also been held on June 15 and August 24th.

New Chair

In a phone conference on June 15th, the new elected Steering Group elected Vincent Grivet from TDF as Chair of the HbbTV Association, replacing Klaus Ilgner from IRT who resigned due to personal reasons earlier this year. Jon Piesing from TP Vision was re-elected as Vice-Chair and Xavier Redon from Cellnex Telecom continues to serve as Treasurer. [More](#)

7th HbbTV Symposium and Awards 2018

The 7th HbbTV Symposium and Awards will take place on November 14-15, 2018 at ESMT Berlin. The annual key event of the connected TV world is carried out in conjunction with German industry association Deutsche TV-Plattform and focuses on *Growing Value Through HbbTV*. [The Call for Speakers](#) is open. [More](#)

HbbTV Awards 2018 open for entries

Following their successful inauguration at the 6th HbbTV Symposium and Awards 2017 in Rome, the HbbTV Awards will take place for the second time this year, showcasing and celebrating excellence in the HbbTV community. The providers of HbbTV applications are invited to submit their entries until October 5, 2018. [More](#)

New agency: Fuchs Media Consult

Fuchs Media Consult GmbH, a renowned German PR agency specialising in digital TV, multimedia and telecommunications, has taken over the marketing and communications activities of the HbbTV Association on July 1, 2018. The consultancy headed by Thomas Fuchs and based near Cologne will support and drive HbbTV in the media and B2B industry, further expanding the open standard's market position and membership base.

New Members

The HbbTV Association is proud to welcome the following new members:

- Google
- Kineton SRL
- RAI
- Roku, Inc.
- ERT SA
- Shenzhen Skyworth Digital Technology Co., Ltd.
- Sky Plc

Latest Press Releases

New version of the HbbTV Conformance Test Suite

The HbbTV Association has published its new version of the HbbTV conformance test suite. The release called v2018-2 includes 75 new approved tests and 107 repaired and re-approved tests following feedback from users. [More](#)



The HbbTV Association has released its DASH DRM Reference Application.

DASH DRM Reference Application released

The HbbTV Association has released its DASH DRM Reference Application. The application makes it easier for content providers to deploy services that require HbbTV together with DRM and DASH, enabling monetisation of HbbTV content and services. [More](#)



News from the Working Groups

The Certification Group

HbbTV is in essence a browser specification and as such has implications on the security of the terminal on which it runs and, by extension, the user's home network and the broadcaster's servers. HbbTV issued an RFI for a security review of the HbbTV specification and received responses from a number of companies including some working specifically in the security sector. The Steering Group has agreed that the next step is to move forward with an RFP for a detailed review to be undertaken, requesting recommendations for changes to the HbbTV specification and test suite. The Certification Group is now drafting the RFP.

The Improving Interoperability Task Force

The IITF has completed acceptance of the HbbTV DASH DRM Reference Application and was able to make a [general availability announcement](#) in July 2018. This reference application provides a model that makes it easier to deploy services that require HbbTV together with DRM and DASH. The model has been successfully tested on TV sets representing a large proportion of the installed base in the market, on HbbTV 1.5 and 2.0.1 terminals, and with some limitations, on generic web browsers supporting W3C MSE and EME. [More](#)

Meanwhile, we are working through the final issues to allow acceptance of a DVB and HbbTV DASH Stream Validator. Unlike the reference application and content, this tool enables verification that any DASH media is conformant with key requirements of the HbbTV and DVB DASH profiles and is built upon the existing DASH-IF content validation codebase. We hope to announce its release by IBC 2018.

The Requirements Group

The Requirements Group is preparing a document for consideration at the Steering Group to advise them on the options regarding updating the current HbbTV specification. The aim is not to produce requirements for a new core specification at this point, but rather to gather some of the issues in relation to the balance between generating stability in current deployments against the addition of new features, and what external factors we believe could influence these decisions. The Requirements Group had two meetings and issued a questionnaire to the HbbTV Membership on this topic already.

The Specification Group

The Specification Group has just started working on a new HbbTV specification for targeted advertising. This will initially be a standalone document like the specifications for Operator Applications, Application Discovery over Broadband and IPTV. Work continues on the second phase of the Application Discovery over Broadband specification – aiming to address TV sets that receive broadcast TV via HDMI. Additionally, the Specification Group continues to process issues that have been reported with the main HbbTV and the Operator Applications specification.

HbbTV in the Media

ProSiebenSat.1 expands HbbTV services

German media group ProSiebenSat.1 has realigned the HbbTV portals of its free-to-air TV channels Sat.1, ProSieben, kabel eins, sixx, ProSieben Maxx, Sat.1 Gold and kabel eins Doku. **(Broadband TV News)** [More](#)

LOVEStv goes live in Spain

LOVEStv, a joint HbbTV platform created by Spanish broadcasters RTVE, AVESmedia and Mediaset, has commenced transmissions. **(Advanced Television)** [More](#)

New HbbTV milestone for Czech Republic

Over 2 million Czech viewers now use HbbTV, with the greatest number being based in the capital, Prague. **(Broadband TV News)** [More](#)

Slovakia's Towercom launches HbbTV-based platform

Slovakian transmission services provider Towercom has launched a new HbbTV-based TV platform, Otta. **(Digital TV Europe)** [More](#)

BBC introduces restart across smart TVs

The BBC is to introduce the ability to watch any show from its beginning. **(Broadband TV News)** [More](#)

This newsletter is published by the HbbTV Association Press Team.

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