



HbbTV Association joins ETSI as a member

Geneva, 5 May 2025 – The HbbTV Association, a global initiative dedicated to providing open standards for the delivery of advanced interactive TV services through broadcast and broadband networks, is pleased to announce it has been admitted as a full member at ETSI, one of the three official organisations in the European standardisation system.

The addition of HbbTV to ETSI's list of members further cements HbbTV's long-standing collaboration with ETSI in shaping the future of modern television services which leverage both broadcast and broadband.

This move also marks a significant step in HbbTV's ongoing commitment to ensuring that the widely adopted ETSI specifications (such as [ETSI TS 102 796](#)) continue to be aligned with globally recognised information and communication technologies standards (ICT).

"For the past 15 years, ETSI has been instrumental in publishing specifications about Hybrid broadcast broadband TV (HbbTV) technology. By becoming a formal member of ETSI, we affirm our commitment to ETSI, ensuring that the HbbTV specifications continue to drive innovation and interoperability in the evolving media landscape," said Vincent Grivet, Chair of the HbbTV Association.

"This is a positive and natural evolution for HbbTV to join ETSI as an ETSI member after many years of fruitful collaboration," said Antonio Arcidiacono, Chair of the EBU/CENELEC/ETSI Joint Technical Committee Broadcast.

As a full ETSI member, HbbTV will actively participate in the institute's standardisation processes, contributing to the ongoing development of future-proof digital television solutions. The membership also grants HbbTV a stronger voice in shaping policies and technical frameworks that impact ICT standards.

ETSI is one of only three bodies officially recognised by the EU as a European Standards Organisation (ESO) and an independent and not-for-profit ICT standardisation body. With more than 900 member organisations worldwide, drawn from 62 countries and five continents from all sectors of industry and society, ETSI plays a crucial role in ensuring interoperability and innovation within the ICT ecosystem by providing technical standards that drive industry advancements.

About the HbbTV Association

Hybrid broadcast broadband TV (or "HbbTV") is a global initiative developing a specification enabling the delivery of advanced and interactive TV and entertainment services to consumers through a combined use of both broadcast and broadband networks. The HbbTV specification is developed by



industry leaders to improve the video experience of consumers on connected TV sets, set-top boxes and multiscreen devices. The HbbTV specification uses elements of existing specifications from other standards including OIPF, CEA, DVB, MPEG-DASH and W3C. With the incorporation of activities from the Open IPTV Forum (OIPF) in 2014 and Smart TV Alliance in 2016, HbbTV is able to address service providers and technology suppliers for IPTV services as well as the combined scope of broadcast and over-the-top (OTT) services.

HbbTV is organised as a non-profit association registered in Switzerland and has around 80 members which include all global TV manufacturers, the large European broadcasters and TV platforms as well as a vast array of global technology and chipset vendors. More information: www.hbbtv.org

Contact HbbTV Association

HbbTV MarCom

communications@hbbtv.org