

HbbTV opens Call for Speakers for HbbTV Symposium 2025

Geneva, 30 June 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 for connected TV sets and set-top boxes, is pleased to announce the Call for Speakers for the **13th HbbTV Symposium and Awards 2025**.

The annual key summit of the connected TV industry will take place on **12-13 November** in **Istanbul**, co-hosted by **TEktestra**, a leading Turkish provider of addressable TV advertising solutions. The venue for this year's Symposium is **Swissôtel The Bosphorus Istanbul**, a five-star hotel offering first-class conference and accommodation facilities with panoramic views over the iconic Bosphorus.

The HbbTV Symposium 2025 will bring together market players from Europe and the MENA region including broadcasters, platform operators, streaming providers, advertisers, standards organisations, and technology companies from the HbbTV community and the wider connected TV ecosystem. It offers an excellent platform for networking, exchanging experiences, showcasing, presenting and discussing the latest developments and services.

Call for Speakers now open

The HbbTV Association invites industry executives and experts to submit proposals for **presentations** or **panel discussions** that align with the conference's strategic themes for 2025.

Focus topics of the 2025 conference agenda

- **Global expansion of HbbTV reach**, exploring **new markets**
- **Monetisation** strategies, including **addressable TV advertising**
- The evolution of **HbbTV 2.0.5**, including **WebAssembly**, **new video codecs**, and **HTTP3**
- **HbbTV-based audience measurement** for real-time viewership data and improvement of TV ratings
- Developments and deployments of **DVB-I** in combination with **HbbTV**, enabling **next-gen TV services**
- **Intelligent interfaces** leveraging **AI**, such as **voice/sound recognition**
- The role of **HbbTV** in an **IP-only and all-streaming future**



- **Interoperability with streaming applications** and cross-platform integration
- Ensuring **conformance** and seamless **deployment** of standards and specifications

Speakers are encouraged to share **real-world case studies**, **innovative service implementations**, **research findings**, or **forward-looking insights** relevant to these themes. Submissions of other, additional topics will also be considered.

The presentations shall not exceed 10 minutes at maximum. The submissions will be evaluated by the HbbTV Marketing and Education Working Group (MEWG) which is in charge of organising the Symposium. Speakers will receive complimentary admission to the event.

How to apply

Industry executives and experts who would like to speak at the HbbTV Symposium 2025 conference in Istanbul are welcome to submit an outline of their proposed contribution through this [online form](#). Please provide the title, an abstract (max. 200 words), a speaker's biography (max. 150 words) and a speaker's photo by **31 August 2025**.

Details on the sponsor packages for the HbbTV Symposium and Awards 2025 and the preceding preview and demo events can be found in the [sponsorship brochure](#). Early bird offers with reduced rates are available until 10 July 2025.

Details on the 2025 Symposium, the venue and conference are available at <https://www.hbbtv.org/news-events/13th-hbbtv-symposium-and-awards-2025-on-12-13-november-in-istanbul-turkey/>.

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**

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About TVekstra

TVekstra is a leading provider of addressable TV advertising solutions, enabling broadcasters and advertisers to deliver highly targeted and interactive campaigns through advanced, data-driven technology. With access to over 11.5 million households in Turkey and partnerships across 38 channels in Azerbaijan, TVekstra is rapidly expanding its international presence.

TVekstra's platform simplifies addressable TV by offering comprehensive tools for campaign management, operational workflows, and interactive landing page creation - all supported by demographic, behavioural, and viewing data. Broadcasters also benefit from real-time TV analytics, updated every 30 seconds and presented through an intuitive dashboard for actionable insights.

Trusted by over 60 channels in Turkey, 150+ agencies, and 750+ leading brands, TVekstra executes more than 2,000 campaigns annually. TVekstra's award-winning innovations - recognised with 20+ national and international honors - have solidified its position at the forefront of connected TV advertising.

TVekstra is dedicated to advancing the future of television by supporting HbbTV portals, electronic program guides (EPGs), and a range of broadcaster services. Our mission is to help clients maximise the impact of their advertising strategies in today's dynamic digital landscape.

Contact TVekstra

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