



HbbTV opens Call for Sponsors for HbbTV Symposium 2025

Geneva, 23 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, is pleased to invite industry players to become sponsors of the **13th HbbTV Symposium and Awards**, taking place on **12-13 November 2025** in **Istanbul, Turkey**.

Co-hosted with **TVekstra**, a leading Turkish service provider specialising in addressable TV advertising solutions, this year's event will be held at the **Swissôtel The Bosphorus Istanbul**, a five-star hotel offering first-class conference and accommodation facilities with panoramic views over the iconic Bosphorus. The annual key summit of the connected TV industry brings together HbbTV market players from Europe and the MENA region including broadcasters, platform operators, advertisers, standards organisations and technology companies.

The 2025 Symposium will feature a **comprehensive conference programme** on the first day with high-level keynotes, panels, and presentations, offering insights into the latest developments and innovations in the HbbTV ecosystem. Topics will include targeted advertising, measurement and analytics, operator applications, integration with DVB-I, new accessibility features, and the latest market deployments.

On the second day, the event will adopt an **unconference format**. Attendees will actively shape the agenda, proposing topics and leading breakout discussions in a collaborative and informal environment. This format enables open dialogue and creative exchange, providing a unique opportunity to explore real-world challenges and share practical solutions, whether technical or business related.

In addition, the event will host the **HbbTV Awards 2025**, celebrating best-in-class HbbTV-based applications, services and features that advance innovation and user experience. The awards ceremony will take place during a glamorous evening reception on 12 November.

Sponsorship offers companies unique visibility and brand exposure to key market players and decision-makers in the connected TV, broadcast and streaming industries. Multiple packages are available to suit different levels of engagement, including branded campaigns, exhibition space, and further promotional opportunities in the venue and across digital channels.



“With HbbTV recently reaching the milestone of being available in over **100 million European TV households**, the HbbTV Symposium and Awards reflects the growing influence of our standard. We are excited to bring the premier international summit of the connected TV industry to Istanbul, a dynamic hub between Europe and Asia, where key players will share and explore innovations shaping the future of television. We warmly welcome sponsors to join us on this journey,” said **Vincent Grivet**, Chairman of the HbbTV Association.

Companies interested in sponsoring the HbbTV Symposium and Awards 2025 are encouraged to review the [sponsorship brochure](#) to secure their package. Early bird offers with reduced rates are available until 30 June 2025.

Contact details for sponsoring

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Details on the event, 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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