



13th HbbTV Symposium and Awards 2025 on 12-13 November in Istanbul, Turkey

Geneva, 10 June 2025 – The HbbTV Association is delighted to announce that the 13th HbbTV Symposium and Awards will take place on 12-13 November 2025 in Istanbul, Turkey. This year's edition of the connected TV industry's annual key summit will be hosted 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 2025 Symposium is hosted by the HbbTV Association and TVektestra, a leading Turkish service provider specialising in addressable TV advertising solutions. With a strong focus on data-driven targeting and dynamic ad delivery, TVektestra has established itself as a key player in Turkey's advanced TV advertising ecosystem.

The Symposium targets a wide-ranging audience, including platform operators, broadcasters, advertisers, adtech companies, standards bodies, and technology vendors. This year's focus will be on monetisation strategies enabled by HbbTV, particularly in the areas of addressable advertising, innovative revenue-generation methods, and business expansion opportunities, driven by standards and specifications such as the HbbTV Operator Application, HbbTV-TA, and DVB-I.

In addition to the usual review of recent developments and ongoing topics in the HbbTV ecosystem, the agenda – reflecting the choice of Istanbul for this year's edition – will also focus on the confirmed interest for HbbTV in the MENA region, Arab countries, and the broader Asian markets. Thanks to its strategic geographic location at the crossroads of Europe and Asia, Istanbul serves as the ideal bridge connecting companies from Western Europe with local players in these emerging markets.

The HbbTV Symposium and Awards 2025 continues the successful two-day format established in previous years. The first day will offer a traditional conference setting, featuring keynotes, presentations, panel discussions, and roundtables. Leading industry experts and executives will present, showcase, and discuss the latest developments, innovations, and use cases.

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.



A highlight of the event will be the prestigious HbbTV Awards ceremony, taking place in the evening of the first day. Celebrating excellence within the HbbTV community, the awards recognise outstanding innovations, services, and contributions. The ceremony will be held in a stylish and festive setting that encourages networking, collaboration, and a shared celebration of industry achievements.

“We’re thrilled to bring the HbbTV Symposium and Awards 2025 to Istanbul, a city that not only connects continents but also business opportunities. The modern digital technologies of the Western hemisphere are rapidly penetrating the MENA, Arab, and Asian regions and are very quickly becoming the norm as it has been the case in Europe and the USA. This event will open up valuable insights into these dynamic markets and explore how HbbTV can help the players of this region to materialise the connected TV opportunities and better navigate the challenges associated with the new paradigms. It also offers excellent first-hand networking opportunities with key regional stakeholders to discuss partnerships and collaborative growth,” said Vincent Grivet, Chairman of the HbbTV Association.

“We’re proud to co-host the HbbTV Symposium and Awards 2025 in Istanbul - a city that symbolises the fusion of innovation and opportunity. As TVekstra, we see HbbTV as a key driver of television’s digital transformation, enabling more personalised, data-driven viewer experiences. This event is a unique chance to highlight how addressable TV can unlock new revenue for broadcasters and brands, and we’re excited to welcome the industry’s brightest minds to the place where the future of TV is being shaped,” said Merve Eraslanoglu, CEO of TVekstra.

Further details on the conference programme, sponsorship opportunities, and HbbTV Awards 2025 will be announced soon.

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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