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Hbbtv in Germany without conformance regime

Kai Mysliwiec, HbbTV Symposium 2021

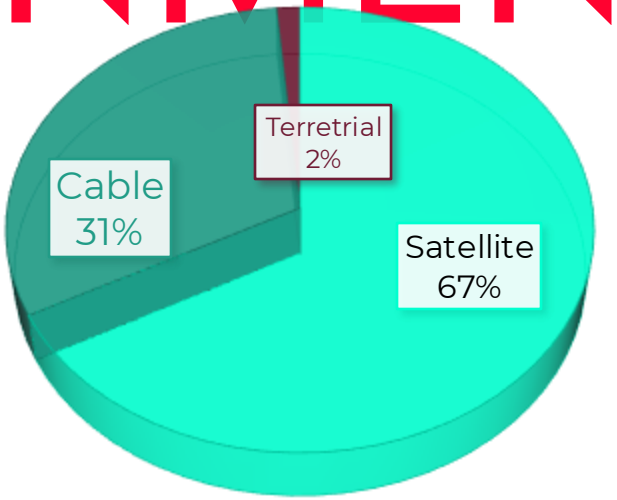
HBBTV ECOSYSTEM & NUMBERS

38.7 mil. TV HH in 2018 [1]

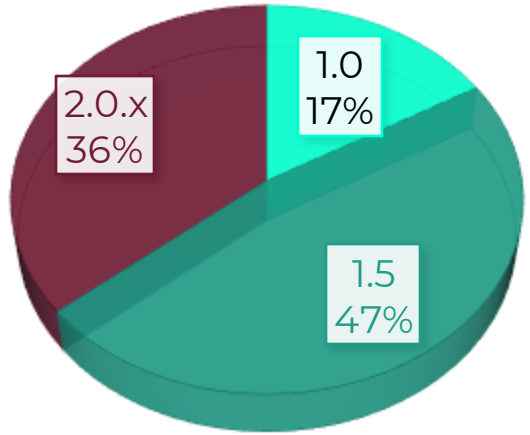
Today we can measure **13 mil monthly unique devices** on our 7 TV channels. The RTL group reports **18 mil**.

- **67%** of all HbbTV viewers use a satellite and **31% cable.** In contrast **45%** of all HH are connected be satellite and **45%** by cable.
- HbbTV launched in Germany by the main broadcasters including SevenOne in **2011** (or even **2010**)
- Addressable TV started 2015 on SevenOne and RTL Group with the **SwitchIn** based on **HbbTV 1.0**
- SevenOne started 2018 with **ATV Spot**-Replacement and **DRM** using **HbbTV 1.5**
- **HbbTV 1.5** is still dominating **2021**

SIGNAL DISTRIBUTION OF HBBTV DEVICES



HBBTV VERSIONS



1 Digitalisierungsbericht Video 2021

Live-TV
Mediathek
Games
CATEGORY TITLE
Use the h3 headline for M and S teaser. Like this.
STEFAN GODDE
22:26
Galileo
um 23:00
Big Bang Theory
DAS HAST DU GESTERN ALLES VERPASST
Beginner gegen Gewinner vom 12.04.
Datenschutz
Impressum
Jetzt red button drücken
ANZEIGE
Datenschutz
Eurowings
DIE SONNE VERSTECKT SICH? WIR WISSEN WO.
ab 29,99 €
inkl. Meilen
Funda
Zum Live-TV
Datenschutz: blaue Taste
Wer hat die Challenge besser gemeistert?
JETZT ABSTIMMEN!
red button
So ungemütlich wird das Wetter für
Sonneberg
powered by
wetter.com
Heute
10°/9°
bedeckt
Morgen
8°/4°
wolkig
Übermorgen
9°/3°
wolkig
So geht's weiter:
Preview der 11. Folge
Abspielen
Red Bull TV
SPORT
JOKO &
Beliebte Sendungen
Sendungen von A–N

PRIVATE BROADCASTERS

DIFFERENT CONSUMER FOCUS AND PRODUCT STRATEGIES LEAD TO DIFFERENT HBBTV REQUIREMENTS

Private Broadcasters

- Optimizing for monetization
- Difficult situation for VoD because of **DRM requirement** and **catch-up licenses** for US studio content
- We can't demand a proprietary DRM because of regulatory reasons
- **SwitchIn** and **ATV Spot** are main drivers for revenue

➔ Focus on Addressable TV

Public Broadcasters

- Mandatory universal services for information, education and entertainment (Grundversorgungsauftrag)
- Own **produced content** including all rights for catch-up **without DRM** restriction
- Not allowed to show ads in HbbTV

➔ High focus on VoD content (Mediathek)

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ITS ALL ABOUT MONEY

The **WatchIn** is still one main driver for SevenOnes revenue in HbbTV, and that's why we can monetize almost the whole device population **from 2011 on**. We provide the video center as kind of compensation for the user for activating HbbTV.

We can only put devices models on the global deny-list if we can't monetize it or if the **cost of maintenance** is bigger than the revenue generated with this specific device model.

For all other device models we

- use a combination of **allow- and deny-lists** to switch on/off product features
- use **device testing** to initially build up allow- and deny-lists
- use data from **error tracking** to populate allow- and deny-lists beyond the devices available in the test lab

TEST LAB ON THE MOVE

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...LD WE DO BETTER IN GERMANY

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- A broadly **available** [illegible] **solution** and **more owned content** would enable us to put more focus on the video center.
- With the [illegible] **ation** [illegible] **e IRT** our main driver for the HbbTV standard in Germany has stopped working. It would be great if the Germany broadcasters could establish a good replacement to drive the future of HbbTV and organize the famous **HbbTV plugfests**.
- **Privacy** topics become more and more important (remember GDPR last year?) and they consume a lot of our development efforts. Guidelines which are negotiated with the authorities would reduce development costs and avoid TV viewer frustrations.

Meanwhile...

...we will focus on **Addressable TV** in the next time, and we already have several initiatives in pushing **HbbTV TA** and **ADB2** to the German market utilizing several working groups and task forces of **Deutsche TV-Plattform.**

Thank you