kineton

HbbTV developments in Italy

HbbTV Webinar
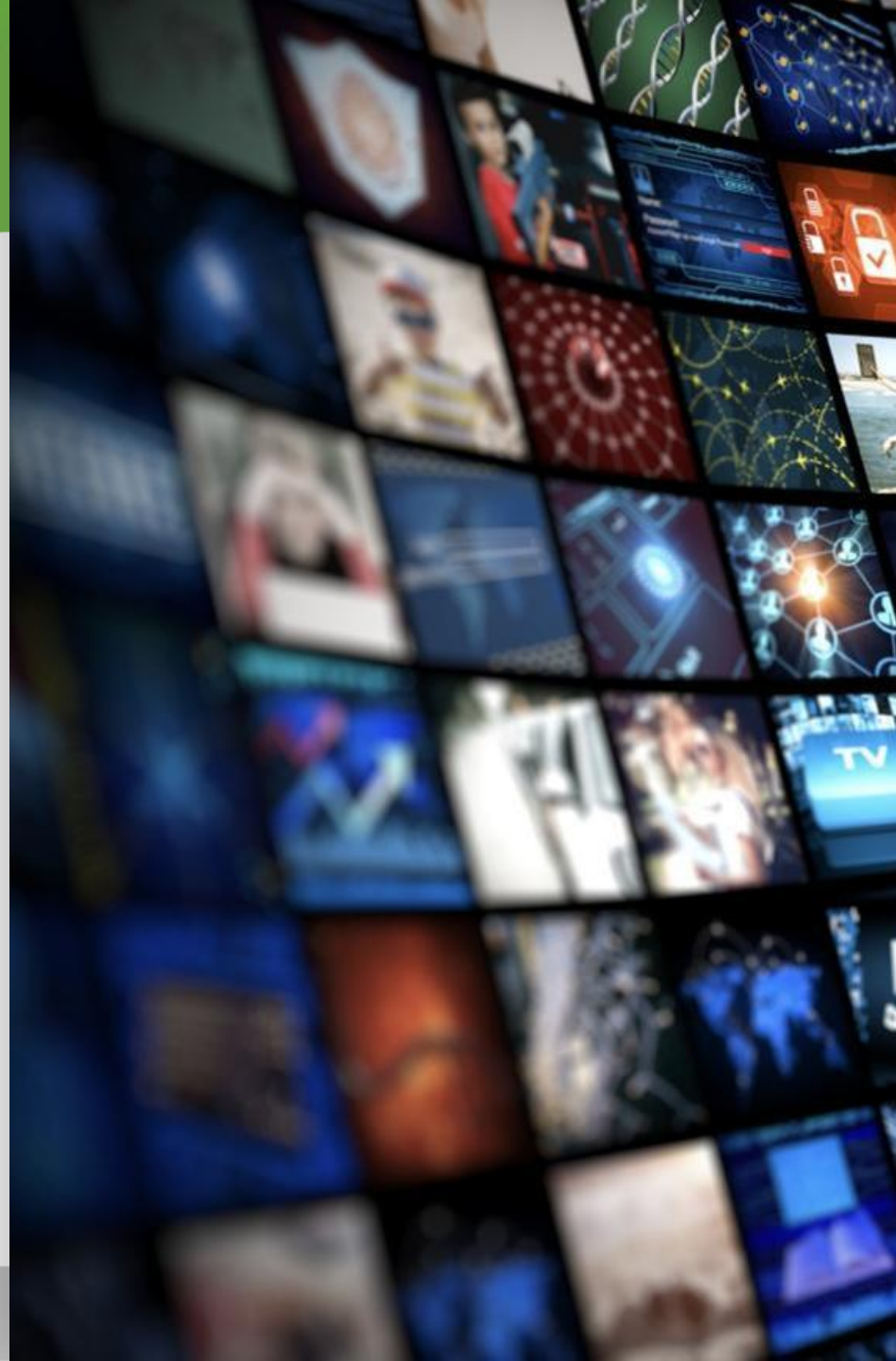
19.07.2022

HbbTV in Italy:
a story to be told.

One of the main activities in Kineton is **Interactive Application Development**.

In 2017, a standard that is already present in some European countries is coming to Italy, changing the way to watch TV: **HbbTV**.

Kineton believed in this technology and started setting up a **laboratory** to develop and validate HbbTV applications.

In collaboration with RTL 102.5, the first RadioTelevision broadcaster in Italy, we launched the first and very simple HbbTV Application, it only reproduced a streaming IP through pressing the "Ok button" on the remote control unit.

It's the **turning point**, a watershed between what used to be done and what was not from both points of view.

RTL 102.5 PLAY

PLAY

• ORA IN ONDA

DIRETTA

OSPITI

NEWS

EXTRA DIRETTA

MUSICA

RTL 102.5

OSPITE DEL GIORNO

SFERA EBBASTA

LUNEDÌ 30 LUGLIO

On Air

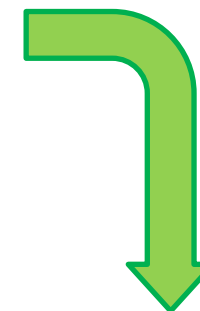RTL 102.5

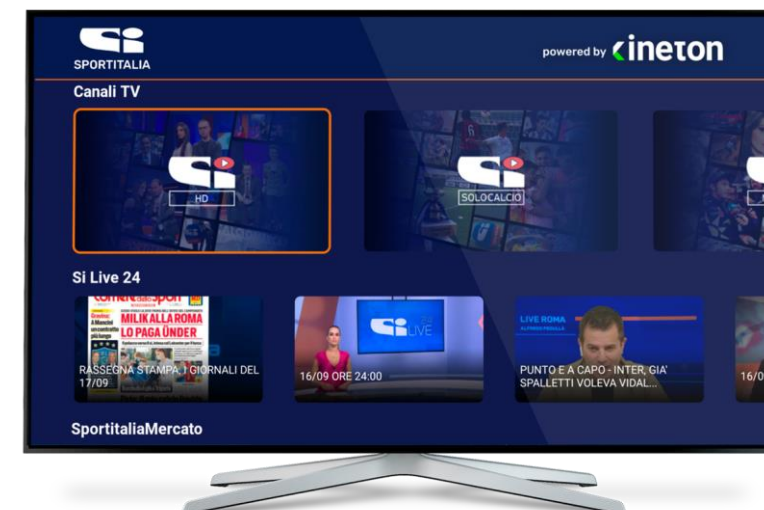RADIO FRECCIA

RADIO ZETA

RTL 102.5

DOC

Sportitalia

First feature:
- video streaming.

Current features:
- video streaming (live and VOD);
- content aggregation;
- ADV with Broadbandy integration;
- CMS development.
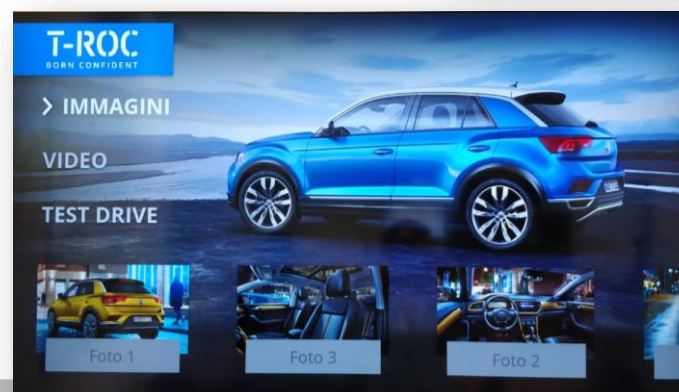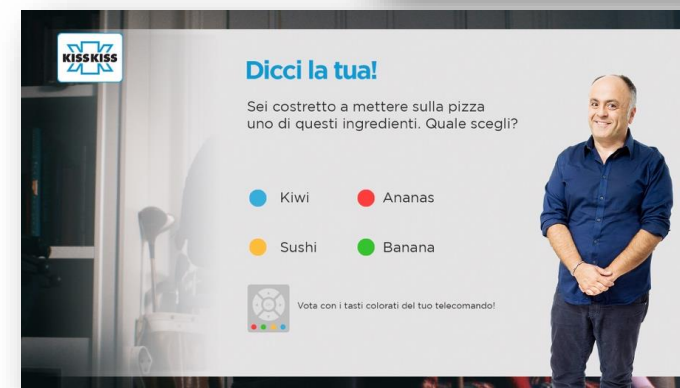
International and local broadcasters

Not only International broadcasters such as SKY and Discovery, but also regional and local broadcasters are interested in the opportunities offered by HbbTV applications.

Functionalities

The main functionalities implemented by HbbTV applications developed by Kineton are:

- video streaming:
  - VOD, live, restart;
- surveys and polls;
- feed and additional contexts;
- advertising:
  - L-banner;
  - Pre/Mid/Post-roll;
  - QR code;
- video games.

KAMP

The Kineton Audience Measurement Platform, delivered as SaaS, is able to collect all the data sent by the applications and display KPI and different views of the data. It also provides automatic reports and alerts.

- Standard communication protocol.
- All types of events.
- Device-agnostic.
- Hardware information.
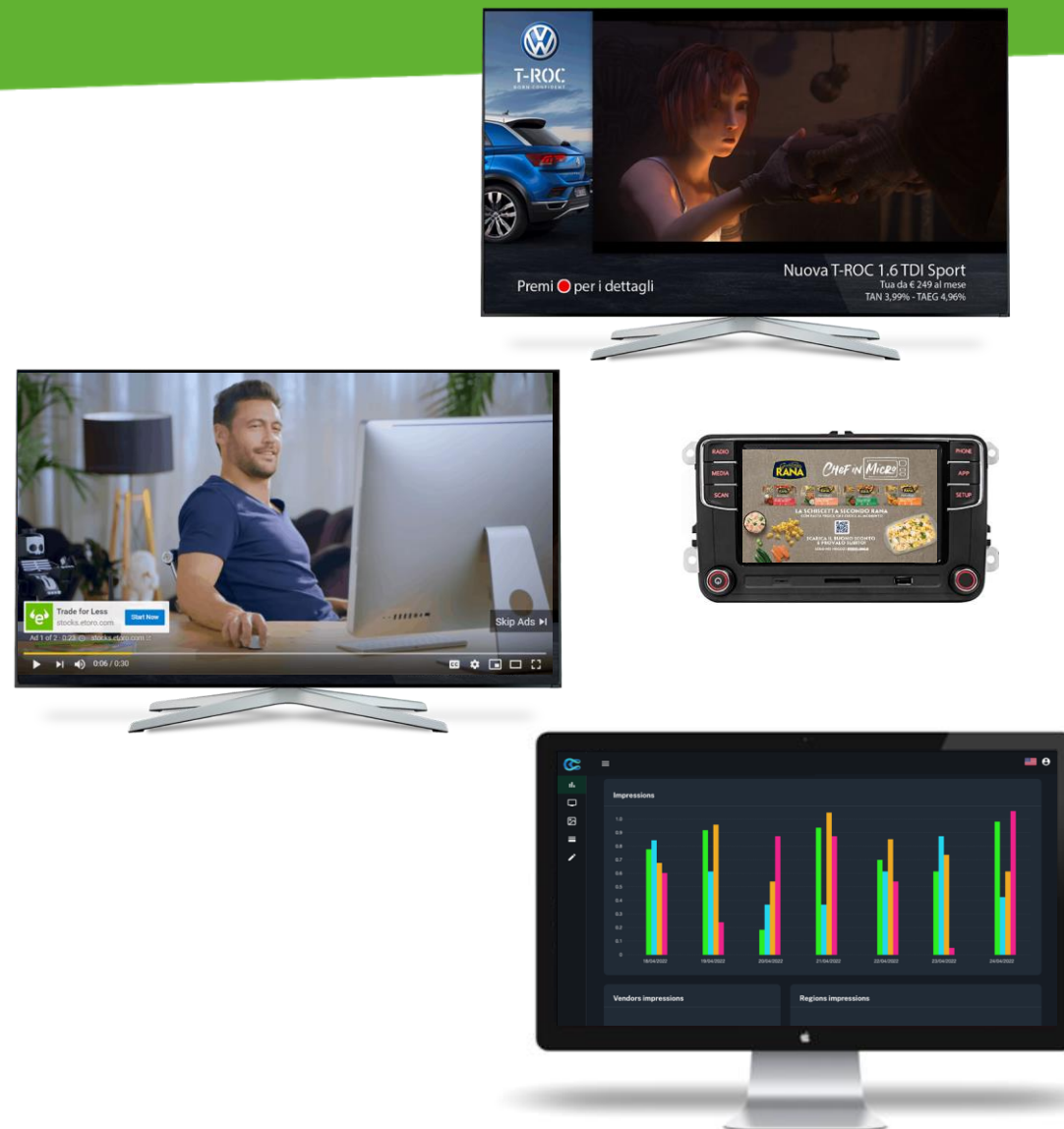- Software information.
- Geo information.
- Errors.

KARP

The Kineton Announcement Real-Time Platform; its purpose is to create, schedule and monitoring the announcement campaigns.

The term "announcement" we means both self-promotions and classic targeted-advertising in its most common forms, which generates revenues.
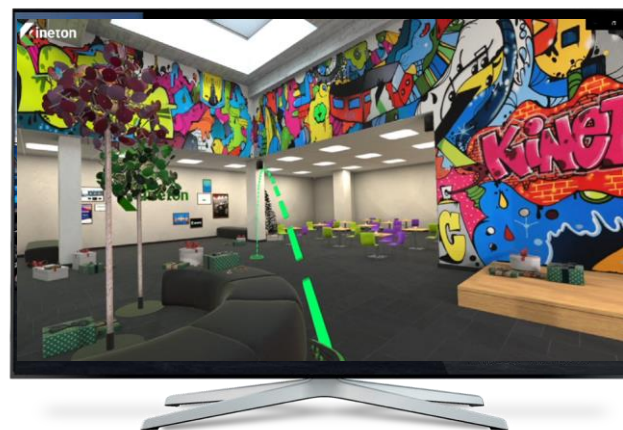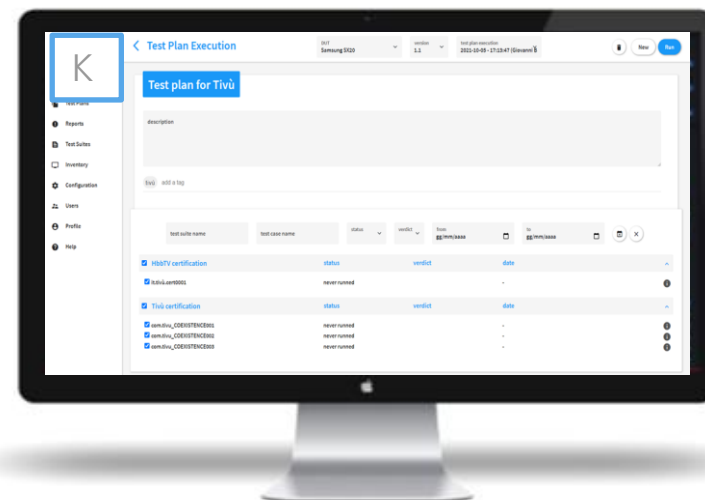
When the application on the client device is launched, a communication channel is instantiated between the individual device and the server side.

Next steps

Our Innovation group is always at work to develop new solutions, thanks to this we are close to launch:

- a certification platform;
- the first PoC of TV-commerce using HbbTV;
- gamification and virtual reality.

Thanks for
your Attention