|MC:SUBJECT|

NEWSLETTER
APRIL 2019

Dear all,

The broadcast industry is experiencing a fascinating time. It is in the middle of a major transformation to integrate and adapt to the challenges coming from on-demand and OTT services. HbbTV is the technology enabling broadcasters to make this transformation, benefit from the changes and open up new revenue and growth opportunities.

New HbbTV options entering the market such as OpApps or in advanced preparation such as targeted advertising create strong interest and momentum around HbbTV and provide broadcasters and platform operators with exciting new ways of expanding their business and offering a compelling viewing experience.

This year's HbbTV Symposium and Awards, taking place in November 2019 in Athens, Greece, will provide a great opportunity to

discuss the new HbbTV features, further developments and latest industry trends.

I would also like to take this opportunity to welcome Arris Solutions, Enensys, Fluendo and Samba TV as new members of the HbbTV Association, reflecting the constantly growing interest in participating in the creation of the TV experience of the future.

Best regards,

Vincent Grivet
Chair HbbTV Association

Impressions: DVB WORLD 2019 in Dublin
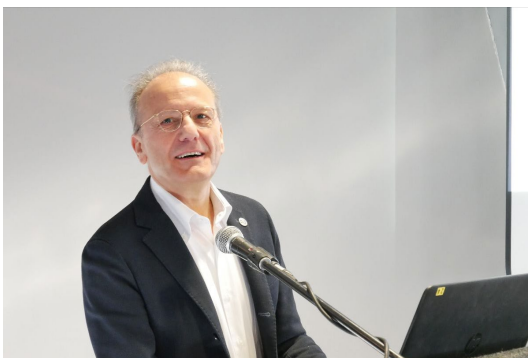
The **HbbTV Masterclass** and our booth at DVB WORLD 2019 in Dublin, Ireland, gained large interest and reflected the key role HbbTV plays as a bridge between the broadcast and broadband world. The presentations from the HbbTV Masterclass are available for download here. The three modules cover e.g. the capabilities and benefits of HbbTV, technical aspects and the new, game-changing features of the HbbTV OpApp.

Invitation to the 10th HbbTV Association General Assembly
TP Vision, Ghent, April 16, 2019

The HbbTV's 10th General Assembly will take place at TP Vision in Ghent (Address: TP Vision Belgium NV, Technologiepark, 122 B-9052 Ghent, Belgium) on Tuesday, April 16, 2019. The meeting will start at 10.00 CEST and close at about 13.00 CEST, followed by a quick lunch at TP Vision.

In case you are planning to attend the meeting in person, please register for this meeting by completing this registration form**.** The registration form also provides more details regarding agenda, directions and hotel recommendation.

We are looking forward to seeing you in Ghent.
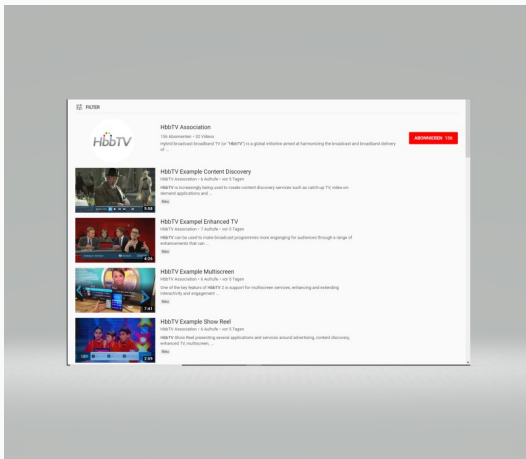
HbbTV Association Channel on YouTube

A number of new HbbTV Example Videos based on the submissions and winners of the HbbTV Awards 2018 in Berlin have been uploaded on our YouTube Channel.

HbbTV Speakers at International Events

EBU BroadThinking 2019, Geneva, March 26/27

Jon Piesing talked about HbbTV market success factors, new specs, Solutions and TA at BroadThinking 2019 in Geneva. More

TV Rise 2019, San Sebastian, April 1-3

Vincent Grivet will speak at the OTT Leadership Forum TV Rise 2019 in San Sebastion, Spain. More

Media Innovation Platform #4, Vienna, April 3

Jon Piesing will talk about HbbTV and targeted advertising at this event organised by Deutsche TV Plattform. More

Forum AudioViuel Numérique, Paris, April 4

Vincent Grivet will give a general overview about HbbTV at a working meeting of FAVN. More

FOKUS Media Web Symposium, Berlin, May 21-22

Jon Piesing will give a general overview about HbbTV at this international symposium organised by Fraunhofer FOKUS. More

KOBA 2019, Seoul, May 22-25

Vincent Grivet will speak at this event co-organised by Korea E & EX and KOBETA (The Korea Broadcasting Engineers & Technicians Association). More

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Latest Press Releases

HbbTV Operator App deployed in first market

The **HbbTV Operator App** has been deployed commercially for the first time by Panasonic. It allows viewers in Germany to access the HD+ platform directly through their TV set with a branded user interface. **More**

HbbTV hosts Masterclass at DVB World 2019

The HbbTV Association joins **DVB World 2019** in Dublin, Ireland, with a pre-conference masterclass focussing on the implementation of HbbTV. **More**

HbbTV at Mile High Video 2019

HbbTV and DVB will give communication support to the Mile High Video 2019 event. The technically focused workshop targets the broadcast/cable/OTT community at large. This year, it will take place on July 30 and 31 in Denver, Colorado, USA.

mhv/2019

WORKING GROUP OVERVIEW

News from the Working Groups and IITF

Steering Group

The Steering Group (SG) held three teleconferences on December 14, January 18, March 15 and one face-to-face meeting on February 12 and 13 hosted by Samsung in Staines. Key topics discussed in the teleconferences and face-to-face meeting included the following:

- Preparation of the budget for Financial Year 2019/2020 for approval by the General Assembly.
- Improving the management of the Test Suite affairs by forming a Test Chair Task Force (TCTF).
- Starting the discussion on a multi-year test spending framework.
- Authorisation of new orders for tests related to 2.0.2 specification.
- Approving the principle and rules for the marketing and education working group budget to cover travel expenses as needed when an HbbTV appointed representative will speak on behalf of the HbbTV Association at external events, as a way to further increase the awareness and image of HbbTV.
- Preparation of the General Assembly to take place on April 16 in Ghent at TP-Vision.
- Starting the discussion for an HbbTV Strategic Plan.
- Approval of Mr Pieter Grignani as chairman of the Privacy Task Force.
- Review of the new feature addition and depreciation process managed by the Requirements Group.

Specification Group

The Specification Group continues to work on three activities:

- The HbbTV Targeted Advertising specification. The group has phone conferences every two weeks on Tuesday mornings and had a face-to-face meeting on March 6 and 7. The group has a draft specification including descriptions of timing models and a "fast media switch API" to enable TV sets and set-top boxes to optimise switching between broadcast and broadband and back again. It is working though a number of other points.
- Phase 2 of the Application Discovery over Broadband specification ("ADB"). The group has phone conferences every two weeks on Tuesday afternoons. Technical review of a stable draft of the specification ran from March 5 to April 2. The group is now working on addressing the comments from the review and hopes to finalise the text of the specification very soon.
- Errata (bug fixes) for HbbTV 1.5, 2.0.1, 2.0.2 and OpApps.

Marketing Group

In the past weeks the Marketing and Education Working Group (MEWG) was involved in the following activities:

- We delivered the DVB World pre-conference masterclass on "Implementing HbbTV" thanks to the liaison with the DVB; the event, held in Dublin on March 11, just ahead of DVB World, gathered around 60 people from 17 countries. The three modules of the masterclass focused on the HbbTV Association organisation and the business opportunities opened by the HbbTV technology, followed by an in-depth overview of the bits and pieces required to deploy HbbTV services and the actions needed to put in place a conformance regime ensuring well working and interoperable HbbTV receivers on the market. The last module was dedicated to our most recent and promising technology, the Operator Application, exploited recently by HD+ and Panasonic in Germany.
- The 8th HbbTV Symposium and Awards will be held in Athens in November 2019. The group has started the discussion to identify the topics to be discussed and the definition of the commercial opportunities for the market to promote their businesses at the event.
- Our website hbbtv.org is under revision to give better prominence to information and data relevant to the adoption of HbbTV technology and the associated business advantages. Examples of best HbbTV services, resources from members and insight from the market will be easily available.
- We are continuing our work of promoting HbbTV at events with the support of our members. Fostering HbbTV adoption is MEWG's main task; the work in liaison with the DVB, deemed to leverage synergies with them and particularly with the DVB Promotion and Communication Module, is seeing more MEWG involvement in potential new markets. It is hard work, with

limited resources, where member support and contribution is key. Please join MEWG in helping to foster HbbTV adoption.

Testing Group

The Testing Group has published v2019-1, the first major release of the test suite in 2019. The release includes new tests for AC-4, MPEG-H, HFR, OpApps and now contains 2,274 test cases, 1,691 of them approved. This is an increase of 128 tests over the previous version v2018-3 of the test suite.

- Prior to this release, the Testing Group, in cooperation with DTG, has hosted a Testing Event in London to approve the candidate tests for the release.
- The next Testing Event will be held in July in Munich in cooperation with IRT. The event is an opportunity for manufacturers to execute tests on their devices and log those executions as part of the evidence required to approve test cases for the next version v2019-2 release.

IITF

- Survey on interop tools: IITF is reviewing the responses, and still welcomes feedback either in the **survey** or directly.
- The **production instance** will shortly be updated, in line with the imminent 2019-1 test suite release, to include examples of "low latency" DASH content that should also play on existing HbbTV implementations not supporting low latency. More information and how to access the Reference Application and DASH Validator tools can be found **here**.

Interop event calendar

- Spain/Madrid/Cellnex:
  - June 12-13: TDT Hibrida Interoperability Workshop>

- Germany/Munich/IRT:
  - July 2-3: HbbTV Interoperability Workshop
  - July 4-5: Test Event by Testing Group
  - Oct 28-29: Test Event by Testing Group
  - Oct 30-31: HbbTV Interoperability Workshop

DTVE Industry Survey 2019

Digital TV Europe's fourth annual survey once again provides insight into what top industry executives think about the key issues and trends facing the business of distributing digital video. In addition to assessing views on the overall digital TV landscape, one of six other important areas covers HbbTV as a crucial future technology. The survey can be downloaded here.

HbbTV in the International Media

Deutsche TV-Plattform releases HbbTV 2 minimum requirements

The minimum requirements for HbbTV 2 devices define the technical profile for new services planned by TV broadcasters in Germany from the second half of 2019. The minimum requirements are based on version 2.0.1 of the HbbTV standard developed by the HbbTV Association. (Broadband TV

News) **More**

HbbTV Operator App deployed in first market

The global initiative HbbTV Association presents the first commercial deployment of the HbbTV Operator App (HbbTV OpApp) by Panasonic. (FKT Online) **More**

Enensys joins HbbTV

Digital video technology company Enensys Technologies has become a member of the HbbTV organisation to strengthen its position as a provider of targeted advertising solutions. (Advanced Television.com) **More**

DMAX Spain launches new addressable HbbTV service

Discovery's DMAX in Spain will launch its new addressable TV service, Hybrids Ads, using the HbbTV standard. (Broadband TV News) **More**

France Télévisions teams up with TDF for targeted advertising on DTT

France Télévisions' advertising arm, France TV Publicité, has teamed up with transmission services provider TDF to introduce targeted advertising using the HbbTV platform on the country's digital terrestrial TV network. (Digital TV Europe) **More**

This newsletter is published by the HbbTV Association MarCom Team.

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