



8th HbbTV Symposium & Awards

21- 22 November 2019, Athens

Vincent Grivet – Chairman of HbbTV

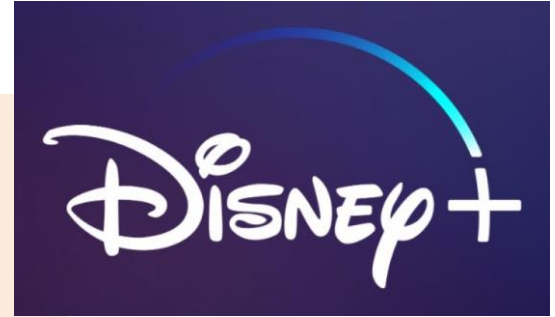
Disney passes 10m streaming sign-ups in one day

Wall Street analyst calls early results for Disney+ video service 'jaw-dropping'

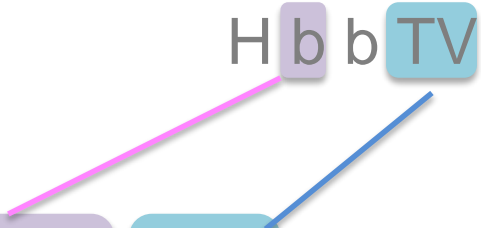
Anna Nicolaou in New York NOVEMBER 13 2019

23

Walt Disney said on Wednesday that more than 10m people have signed up to its new video [streaming service](#), only a day after its launch, wowing investors and sending its shares sharply higher.



Is Broadcast TV Dead ?

A diagram consisting of two lines. A pink line starts from the right side of the word "Broadcast" (which is highlighted in a light purple rounded rectangle) and points diagonally upwards to the first "b" in the "HbbTV" logo. A blue line starts from the right side of the word "TV" (which is highlighted in a light blue rounded rectangle) and points diagonally upwards to the second "b" in the "HbbTV" logo.

Broadcast TV used to enjoy a double cosy monopoly

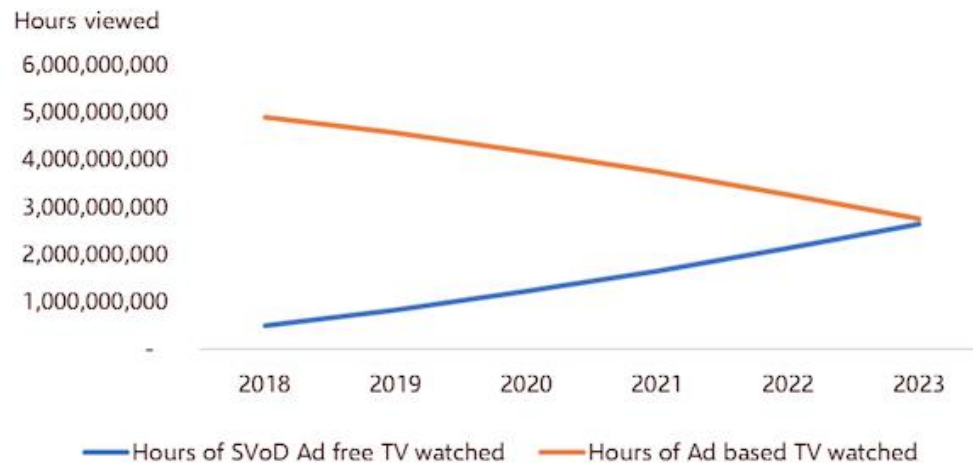
Sole way to bring movies and video entertainment to homes



Sole way to bring video ads to home consumers

Challenge 1 : growth of on demand watching

Ad Free SVoD viewing versus Ad based TV per day

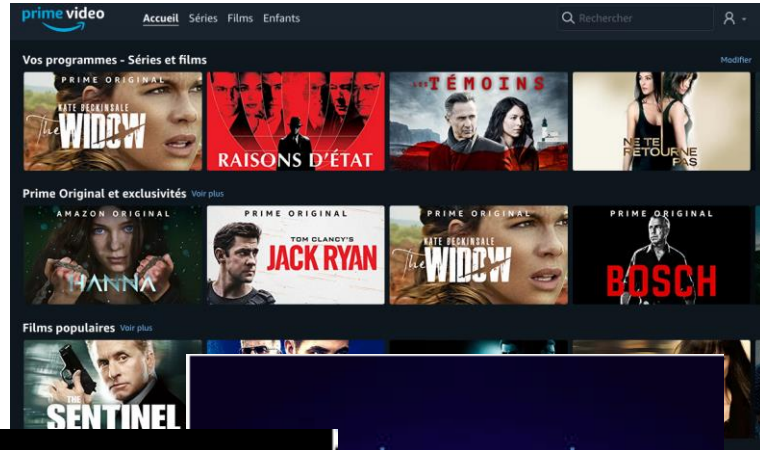
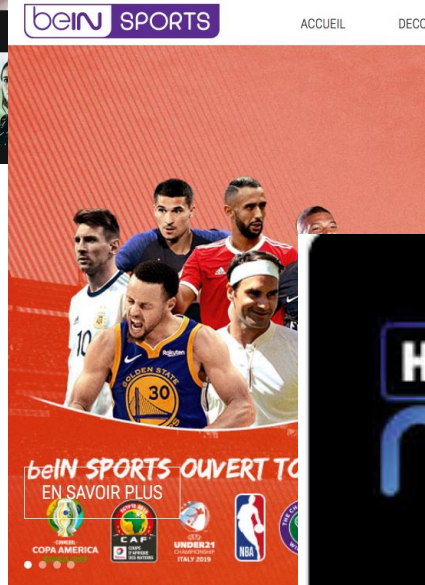
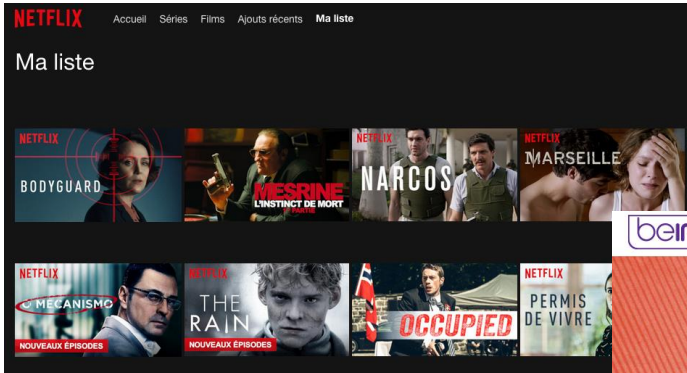


Scs. : Rethink TV – February 2019

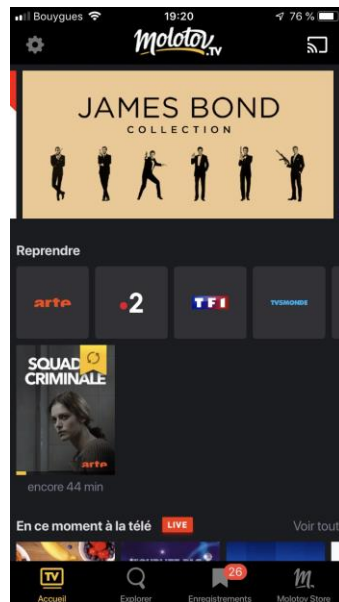
Challenge 2 : aggressive new OTT players with compelling content



...



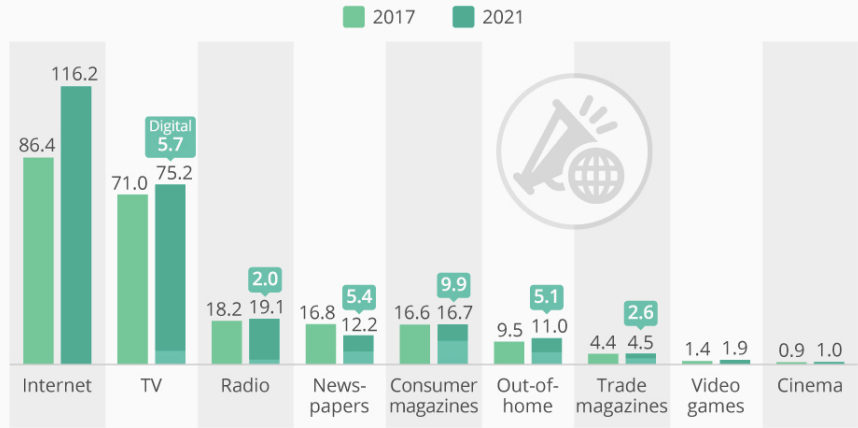
Challenge 3: ... and compelling UX



Challenge 4 : ... data driven marketing & dominance of digital advertising

State of the U.S. Advertising Market

U.S. advertising revenue forecast by medium (in billion U.S. dollars)



Traditional media figures include digital revenue for the respective medium, e.g. video ads around TV content on broadcaster-owned websites. All digital segment revenues are also included in the internet advertising total.

cc i e
@StatistaCharts

Source: PwC

statista



Challenge 5 : IPTV intermediation

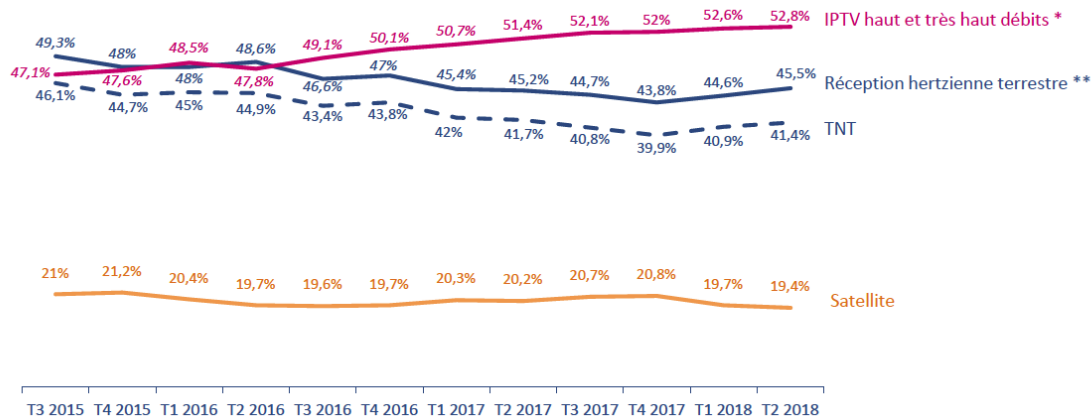


Modes de réception de la télévision (poste principal)

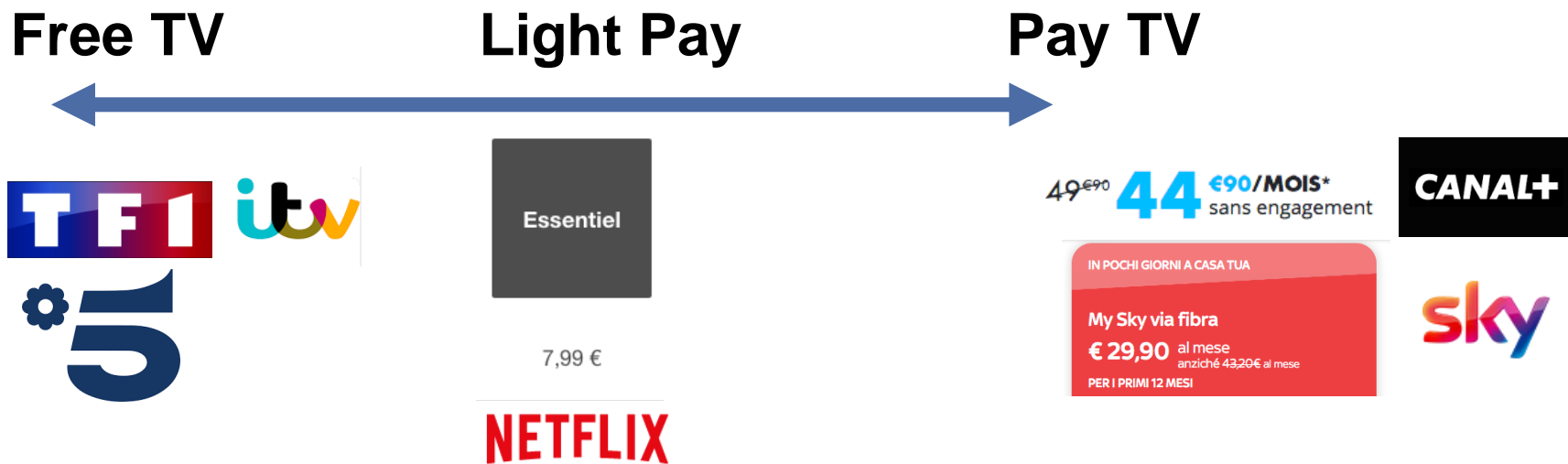
La réception par internet est le premier mode de réception de la télévision principale

Ensemble du foyer, la réception hertzienne terrestre connaît une légère hausse sur le poste principal début 2018, réduisant l'écart de la réception par internet (de 8,2 points fin 2017 à 7,3 points au 2^{ème} trimestre 2018). Ces chiffres révèlent en creux que la réception hertzienne est plutôt utilisée sur poste secondaire, probablement en raison de sa gratuité.

Modes de réception de la télévision sur le poste principal



Challenge 6 : blurring Free and Pay worlds



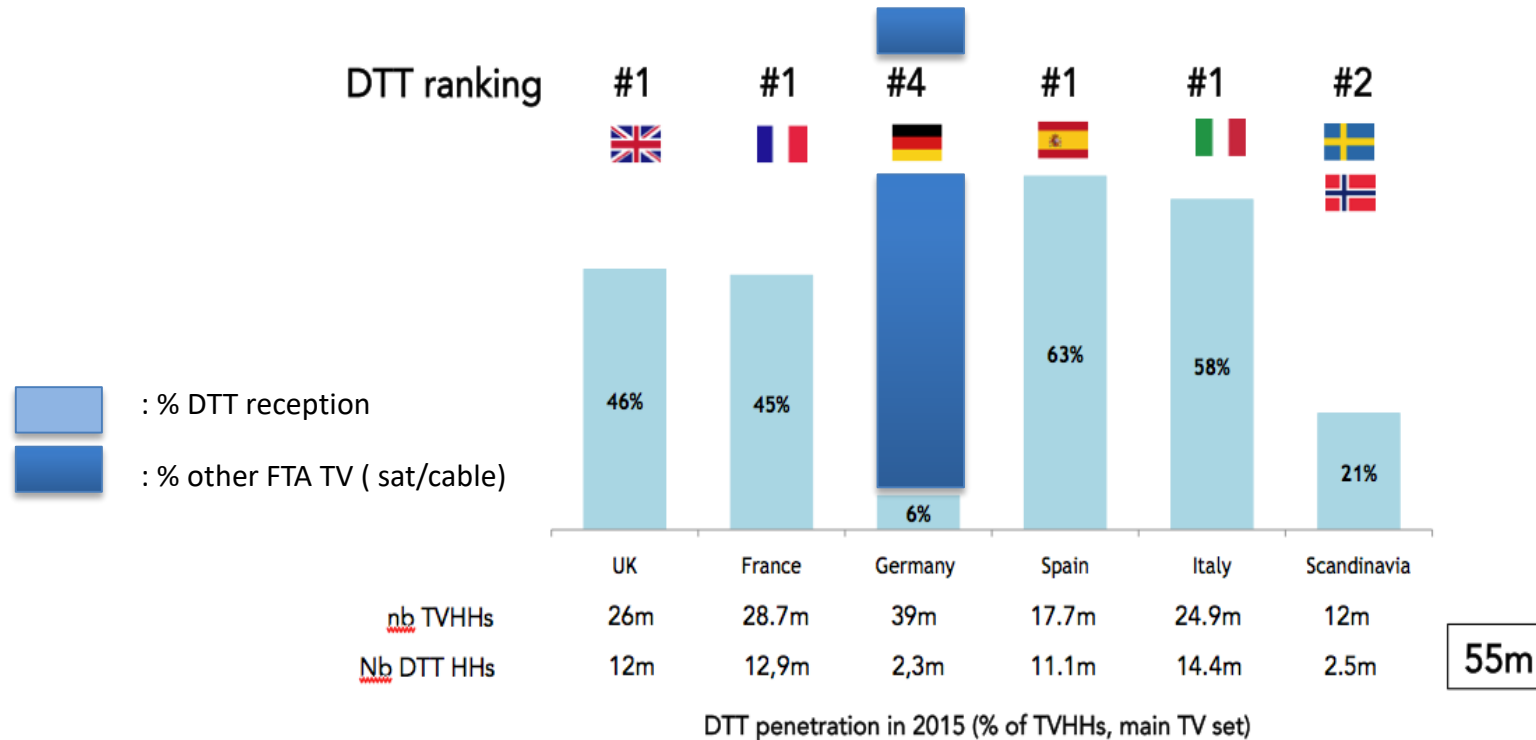
1. Consumer appetite for on demand viewing
2. Aggressive and talented new OTT players with compelling CONTENT...
3. ... and sophisticated modern user experience (CONTEXT)
4. Data driven marketing and digital advertising
5. Operator / IPTV intermediation
6. Blurring Free / Pay segmentation

But Broadcast TV has still many strengths

Linear
Viewing still
dominant

Broadcast
Access to
TV still very
important

Broadcast access to TV is still quite important



Source : [Idate](#), [Freeview](#), [CSA](#)

But Broadcast TV has still many strengths

Linear
Viewing still
dominant

Broadcast
Access to
TV still very
important

High Value
TV Brands

Mastering
Content
Supply Chain

Commanding
position on
advertising

Broadcasters are not the born losers of this change of paradigms

Broadcaster need to transform and adapt to this new world to continue to please end-users

- Present their content assets also in OTT style
- And do that in a way that takes advantage of massive legacy linear advantage
- UX, end-user coaching, relationships
- Branding, educating the market on new TV proposals
- Aggregation
- Introduce Addressable advertising
- Become data-minded publishers, also for the classical TV

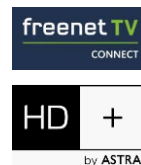
These changes are all possible

with HbbTV !

Broadcast transformation is on its way in Europe ...



2015 – HbbTV 2.0.1



2017 – HbbTV 2.0



2017 – HbbTV 2.0.1 + OpApp ?



2018 – HbbTV 2.0.1



2020– HbbTV 2.0.2 ?



New countries ?

What happened in the HbbTV Ecosystem in 2019 ?

ETSI TS 103 464 V1.2.1 (2019-??)



**Hybrid Broadcast Broadband TV
Application Discovery over Broadband**

Frozen !

ETSI TS 1DD DDD Vm.t.e (yyyy-mm)



**Hybrid Broadcast Broadband Television:
Targeted Advert Replacement;
Part #1: Functional Requirements**

ETSI TS 1DD DDD Vm.t.e



**Hybrid Broadcast Broadband Television:
Targeted Advert Replacement;
Part #2: Non-functional Requirements**

Specification « clean-up »



HbbTV specification update

Dear members,

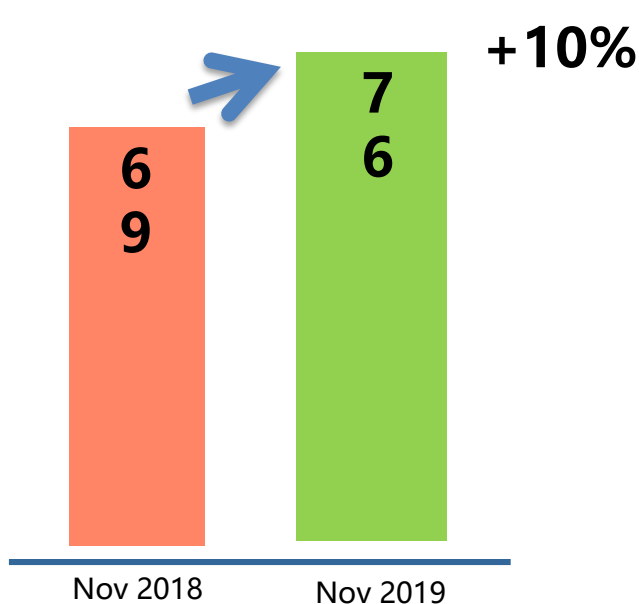
This is a note to let you know that the capture window for the call for input to the HbbTV specification update will close tomorrow, **Tuesday, March 5, 2019**.

The HbbTV Requirements Group's annual capture cycle is your chance to have your say on what will be in the subsequent versions of the HbbTV

Release V2019-3 (Nov 2019)

2.492 tests

12 New Members since Berlin !



OpApp service launches



1st real world OpApp deployment using HbbTV

Watch an
OpApp
introduction
here



Watch the
replay of the
1st OpApps
Webinar here

Panasonic deploys HbbTV OpApp for
HD+ access in Germany



Panasonic



Salto reg. clearance in France



New in country recommendations from national “advisory” bodies



HbbTV 2.0.1 (Feb 2017)



DigitalUK

HbbTV 2.0.1 (July 2017)



HbbTV 2.0.2 (Oct 2018)



HbbTV 2.0.1 (Dec 2017)



FORUM AUDIOVISUEL
NUMÉRIQUE

HbbTV 2.0.2 (Feb 2019)



DEUTSCHE
TV-PLATTFORM



HbbTV 2.0.1 (Mar 2019)



HbbTV 2.0.2 (Dec 2019)

NB : “mandation” as a legal obligation applied or considered in some countries ; HbbTV is neutral on this aspect

Intense HbbTV-Based Targeted Advertising activity : POC + commercial grade



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Please swap!

24.08.2017, Germany, Mediengruppe RTL Deutschland

Ready for HbbTV 2.0 – Mediengruppe RTL Deutschland and Ferrero celebrate the first 'commercial swap' on German linear TV.



ProSiebenSat.1 deploys addressable advertising via HbbTV 1.5


OCTOBER 10, 2018 22:19 EUROPE/LONDON BY JÖRN KRIEGER



Addressable TV Spots



ProSiebenSat.1 Media SE




France Télévisions and TDF launch targeted advertising on DTT with HbbTV

JANUARY 22, 2019 07:46 EUROPE/LONDON BY ROBERT BRIEL



france.tvpublicité




First Addressable TV ads in Spain

From David Del Valle in Madrid
February 13, 2019

[Tweet](#) [Share 1](#) [Share](#)

our Atresmedia has launched the first Addressable TV format country, with targeted and personalised advertising.



Looking Ahead

- From a specification producer to the animator of an ecosystem
- Evangelizing, informing and coaching a broader community
- Delivering the technical tools (tests, interop. , ref apps, ..)
- Making sure HbbTV works
- Helping the value chain alignment
- Making sure our specs reach to consumer and homes and serve what they are supposed to serve
- Right balance richness-implementability
- National markets Fragmentation
- Funding a larger spec / scope

What to expect in 2020 ?

- Stabilizing specification
- Improved OpApp
- Better monitoring & measuring of the deployment
- Streamlined liaison with national platforms
- New elections !
- 10 years anniversary !

- End user want new, enriched services on their TV set
- And the same for advertisers
- Broadcasters need and want to serve these needs (and not let open road to rival OTTs pure-plays or leave new advertising formats to dominant global players)
- **HbbTV is the friendly “TV OS” for them to do so ,** leveraging their unique broadcast presence
- And it is a safe option for TV manufacturers to deliver equipment aligned with these new end user expectations & new broadcaster services

TV & Broadcast are not dead ...

They are engaging a massive & necessary
transormation in a fast changing world

And this happens with HbbTV !

and HbbTV Needs you to make it happen !