HbbTV development and global deployment

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HbbTV Development and Global Deployment

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www.digitaltv-labs.com
Company Overview

Media & Device testing specialists

Certification – Interoperability – Conformance - Quality

300+ Clients

SEMICONDUCTOR COMPANIES
- MStar semiconductor
- Siano
- Xcive
- ST
- Sie
- Analog Devices
- Fresco
- Realtek
- ITE
- Imagination Technologies
- NEC
- Zoran
- Ali
- Trident
- Marvell
- Sunplus
- NXP
- Qualcomm
- Montage Technology
- Magnum
- Albilis

BRANDS
- Asus
- Neotion
- Technicolor
- Haier
- Hisense
- Philips
- Panasonic
- VESTEL
- Toshiba
- Zinwell
- Kaon
- Lowey
- Smit
- ADB
- Beko
- Pace
- Funai
- Sony
- Homecast
- Topfield
- Orion
- LG

OEM / ODM
- Dixons
- TPV Technology Limited
- Skyworth
- Jabil Circuit
- Plextoneics
- Techno Trend
- Benq
- Wistron
- Compal
- InnoLux
- Smart
- BriView
- Changhong

BROADCASTERS / MIDDLEWARE
- HbbTV
- KPN
- Imedia Technologies
- Wipro
- Dolby
- LTE
- PeerTV
- Youview
- Orange
- Abertis
**Broadcast Context**

- Program lists
- Linear TV
- Broadcast links

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**Internet context**

- Portals, TV Apps
- On demand
- Broadband links

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**Connected TV: A Split**

- TV-Progr. 1
- TV-Progr. 2
- TV-Progr. 3
- TV-Progr. 4
- TV-Progr. 5
- TV-Progr. 6

- Portal
- flickr
- YouTube
- TV4 VoD
- Weather
Smart TV – App Focus
How to get onto the portals?
How to get found in the portals?
How to adapt service for each portal technology
How to connect linear broadcast to non-linear services?
From Connected TV....

Broadcast Services

Internet Services
(Portals / TV Apps)

Broadcast (distribution)

Internet (distribution)
New HbbTV Paradigm

Mixing TV Entertainment with the Internet Power

Broadcast Services

Internet Services (Portals / TV Apps)
Hybrid broadcast broadband TV

- Broadcaster & TV Manufacturer initiative
  - ETSI Standard
- The most deployed open interactive TV standard
  - Deployed in Europe
  - Deploying in Asia (Malaysia, Vietnam…) and Australia
  - Interest in Latin and North America as well as in Africa…
- Gathers the best of Television and the Internet
  - Designed to work in pure Broadcast or in a mixed of Broadcast and Broadband
- Provides cost-effective reach to the widest audience
Limited extra cost between HbbTV receiver and basic zapper
Supported Services

- Video On Demand
  - Catch Up
  - Start Over
  - VOD
  - Push VOD support
- Information services
  - News, Weather, Sport
  - eGovernment
  - Guide, EPG
- Enhanced TV
- Games
- Education
- Advertising
- T-Shopping
- TV portal
- 2nd Screen
- …
- HbbTV 1.1
- HbbTV 1.5
  - MPEG-DASH
- Coming soon HbbTV2.0
  - Second Screen
Most European Connected TV sets are HbbTV enabled

- France
  - Out of 852 TV references 539 are Connected TV and 472 are HbbTV
  - HbbTV references represent 55% of all TVs and 87% of the connected ones
  - Starting at less than 300€ retail price

- Germany:
  - 4.8M Connected TV sold in 2012 of which 3.4M (70%) were HbbTV
  - Mid 2013 89% of the Connected TV are HbbTV

Growing HbbTV STB market

- For satellite market in Europe with embedded CAS
- For DVB-T2 Analog Switch Off in emerging markets

Limited extra receiver cost between HD and HD with HbbTV
HbbTV caught interest also outside Europe e.g. US, Australia; South-East Asia, Africa
Germany
- More than 70 active HbbTV applications
- On satellite (e.g. Astra) and Free-To-Air terrestrial
- Carried by cable operators such Telecolumbus and Primacom, as well as supported in the Kabelkiosk package.

France
- A dozen of permanent HbbTV 1.1 services on Terrestrial
- MyTF1 VOD first TNT2.0 service based on HbbTV 1.5 incorporating MPEG-DASH adaptive streaming and supporting the Marlin and PlayReady DRM system
- Available on Fransat satellite

Spain
- Abertis has launched TDT Hibrida a connected DTT platform for pay-TV services using HbbTV 1.5 platforms.
- Austria
  - ORF is running an HbbTV portal on its satellite service and a roll-out is planned in 2013 on the DVB-T2 pay TV platform.

- Czech Republic
  - Czech public broadcaster CT has been conducting recent trials.

- Hungary
  - Have announced their intent to launch HbbTV services on Terrestrial

- Poland
  - TVP and TVN have been conducting trials, and recently launched services to coincide with the European Football Championship

- The Netherlands
  - Dutch broadcasters SPS, NPO and RTL have adopted HbbTV for connected TV services.
  - NPO has been conducting trials on the Canal Digital DTH and Ziggo cable networks.
Scandinavia
- The NorDig standards organisation has dropped MHP and selected HbbTV 1.5
- Public service broadcaster, DR, has been running a pilot of its catch-up service on HbbTV with great success.

Switzerland
- Radio Télévision Suisse (RTS), which serves the French-speaking part of the country, will be the first SRG affiliate to test an HbbTV service, with the other affiliates following in 2013.
- The planned services include applications such as a multimedia Teletext with news and sports reports, a VOD service and dedicated offerings for people with disabilities.

Luxembourg
- Test services are expected to be soft-launched in the near future.

Turkey
- The latest DVB-T2 receiver specification for the imminent launch of DTT services specifies HbbTV.

UK
- In the UK, the DTG-driven CTV project specified in D-Book 7 Part B heavily references HbbTV 1.5, but is yet to be adopted by any platform operator.
- Freesat G2 refers HbbTV.
- BBC Connected Red Button utilizes components of HbbTV*
Outside Europe

- **Australia**
  - Freeview has announced to move from MHEG5 to HbbTV in 2014 on Terrestrial and Satellite

- **USA**
  - ATSC is in active liaison with HbbTV to use the technology as part of ATSC3.0.

- **ASEAN**
  - Malaysia and Vietnam have adopted HbbTV as part of their new DVB-T2 standard
  - other ASEAN countries (Thailand, Singapore, Indonesia…) are actively considering.

- **Russia**
  - Russian Television and Broadcasting Network has been conducting HbbTV trials and announced deployment plans on the DVB-T2 network in 2013
  - Considered by PayTV operators
Contact Information

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