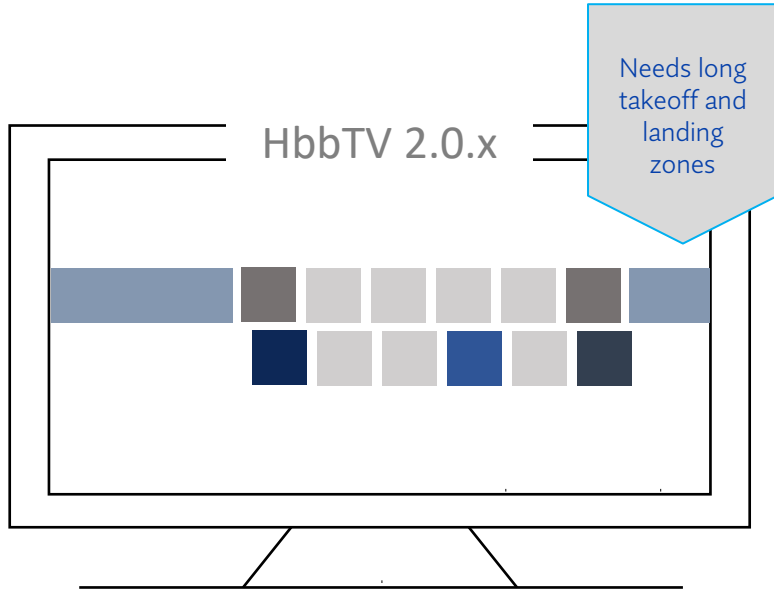# Unifying the Reach for Dynamic Ad Substitution in Linear Broadcast TV
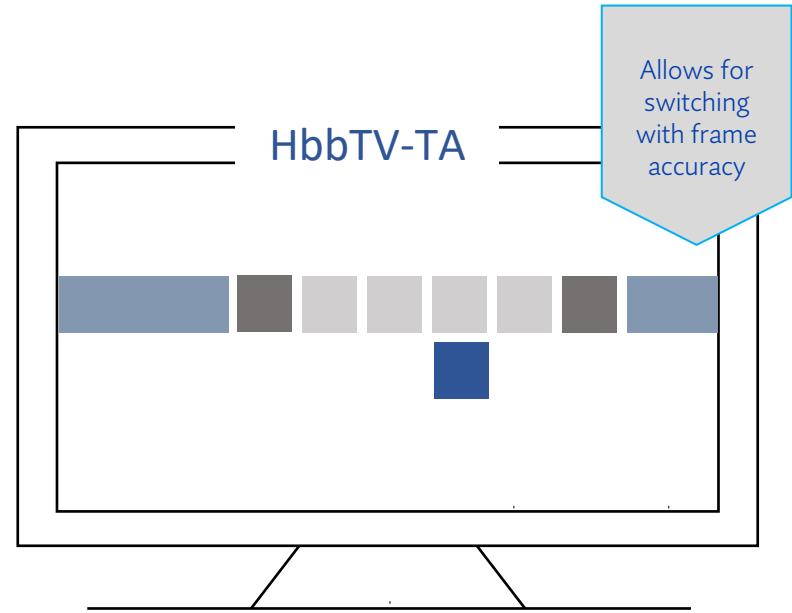

HbbTV Webinar - October 01, 2024

About HbbTV-TA

...and why it is the Game Changer

ATVI

HbbTV 2.0.x

Needs long takeoff and landing zones

HbbTV-TA

Allows for switching with frame accuracy

The HbbTV core spec was the Kickstarter to build up ATV reach for DAS in linear TV

HbbTV-TA (and DVB-TA) are needed to make ATV future-ready and to enable DAS on a larger scale

Challenges in building Reach

Verifying Device Compliance

- Device compliance is a classical issue in the HbbTV ecosystem as implementations of the specs usually vary between individual TV models

- HbbTV-TA performance requirements are demanding – meeting them requires efforts by all industry players (not only the TV manufactures but also the SoC makers, browser vendors, TV OS developers etc.)

- There are dozens of TV brands with multiple new TV models per year

- **Knowing which devices "really work" still requires testing to ensure a good user experience**
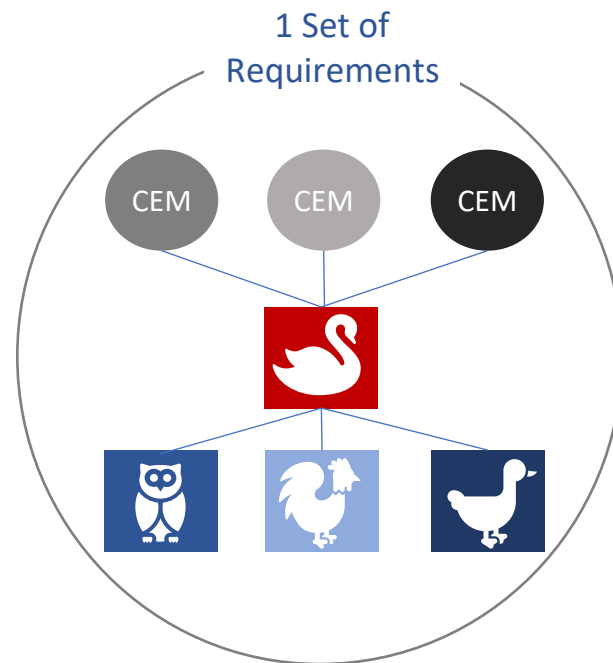
Challenges in building Reach

Align Priorities to Broadcasters' real Needs

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Tech Talks

CEM CEM CEM

1 Set of
Requirements

CEM CEM CEM
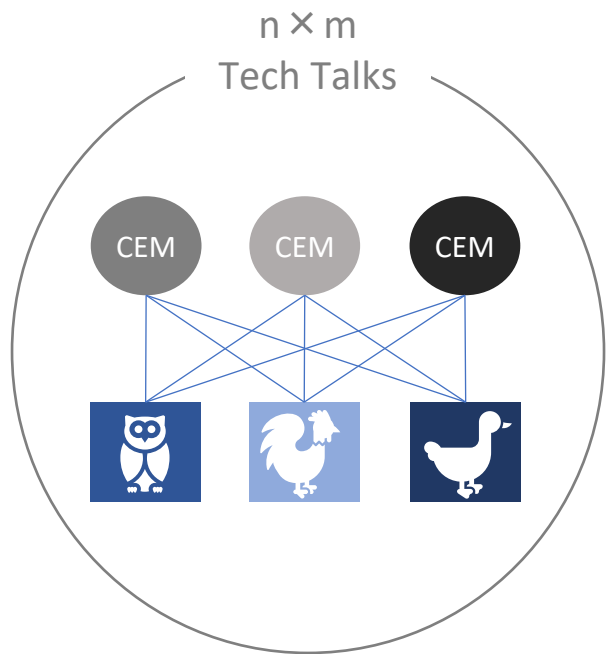
Uncoordinated broadcaster tech demands hinder multinational CEMs to create a scalable setup

Consolidation of broadcaster tech demands enable multi-CEM-harmonized HbbTV-TA implementations

ATVI's Approach

Introducing the Addressable TV Initiative (ATVI)

Our Goals

- Create a unified reach for Addressable TV (ATV) services and particularly for Dynamic Ad Substitution (DAS) based on HbbTV-TA

- Facilitating for a fast market adoption of the related Open TV Standards and unlock full business potential for both, Broadcasters and Manufacturers
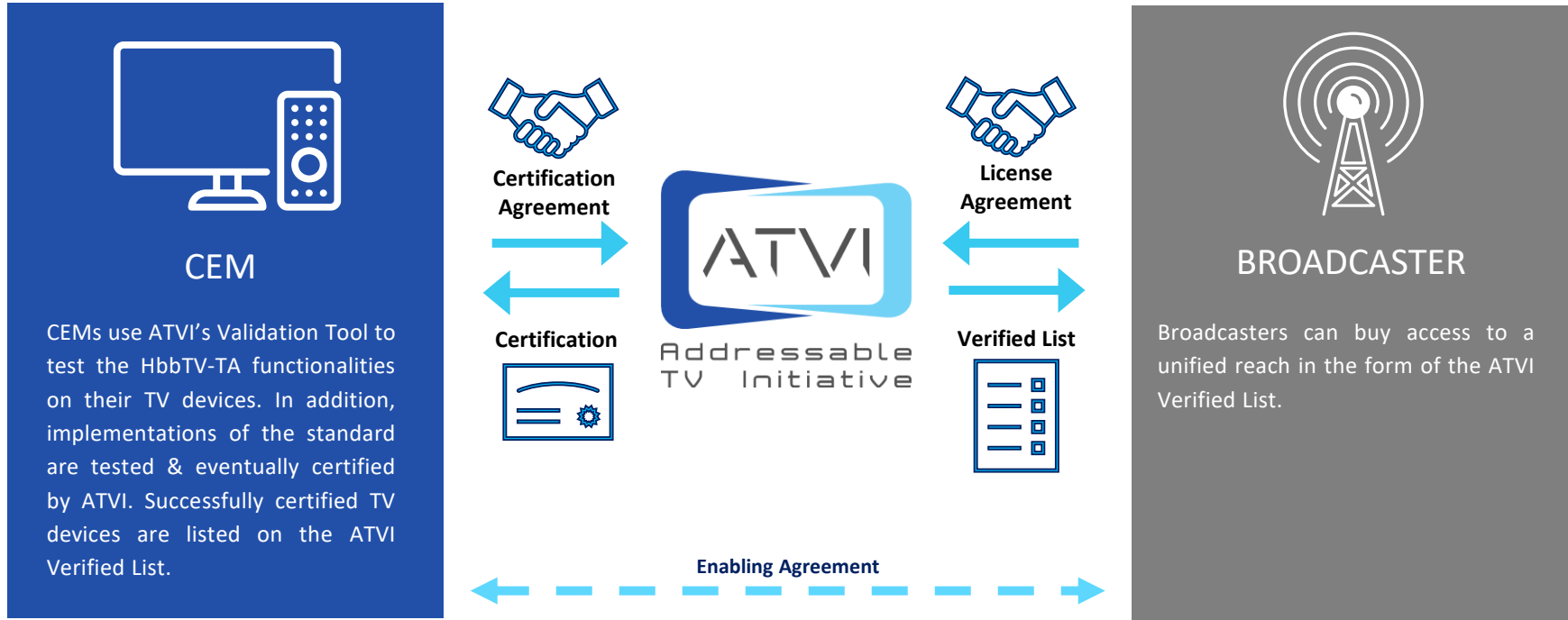
About the Company

- A German company (GmbH) with HQ in Frankfurt

- Initial shareholders = RTL Deutschland & ProSiebenSat.1

- Pan-European ambition: serving all European Broadcasters and all Manufacturers active in Europe

ATVI's Approach

Technical Harmonization is Key to build a unified Reach

CEM

CEMs use ATVI's Validation Tool to test the HbbTV-TA functionalities on their TV devices. In addition, implementations of the standard are tested & eventually certified by ATVI. Successfully certified TV devices are listed on the ATVI Verified List.

Certification Agreement

Certification

License Agreement

Verified List

BROADCASTER

Broadcasters can buy access to a unified reach in the form of the ATVI Verified List.

Enabling Agreement

ATVI

Addressable TV Initiative

What ATVI offers to CEMs

Documents and Tools

- The **Technical Requirements** (TRs) are the main guiding document for ATVI's certification activities
  - It refers to the HbbTV core specification, to HbbTV-TA, to DVB-TA etc.
- The **Certification Requirements** (CRs) are precisely describing the ATVI certification criteria
  - It refers to the ATVI Test Set for E2E Integration Testing and the ATVI Certification Process description
- The **ATVI Validation Tool** (VT) consists of
  - A set of DVB-compatible Transport Streams
  - ATVI Reference App
  - Substitution content assets
  - Related backend system components (app hosting, simple ad-server, etc. – all in the cloud)
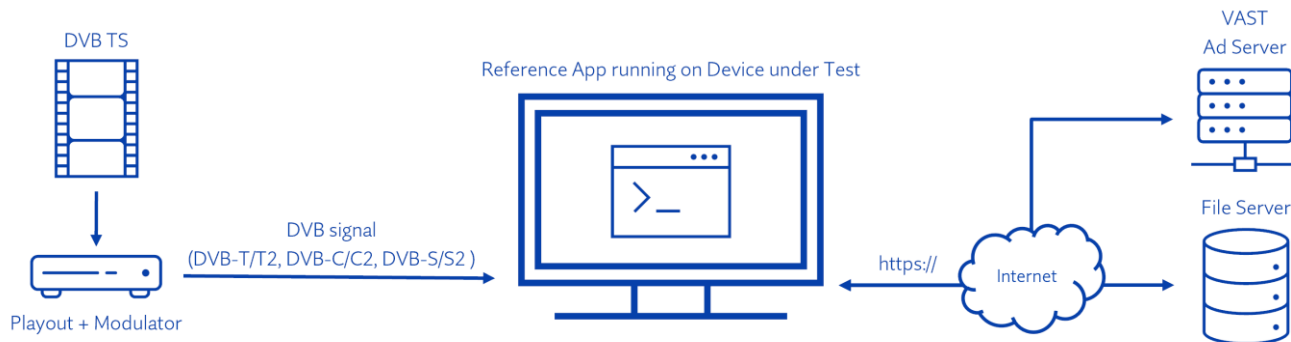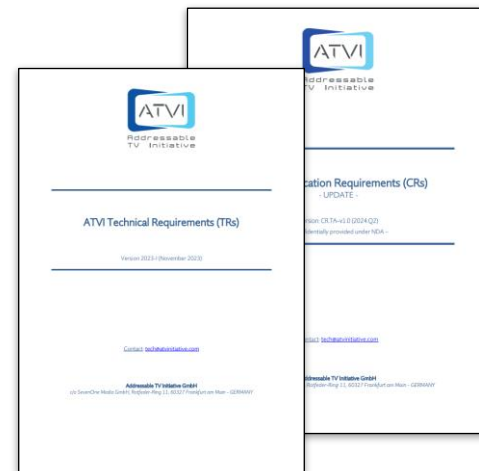
What ATVI offers to Broadcasters

Access to the unified Reach

- ATVI provides the (non-public) country-specific **Verified List** exclusively to its Licensed Broadcasters (LBs)
  - ATVI maintains the Verified List (e.g. ATVI takes care of firmware updates), so that Licensed Broadcasters can safely deploy DAS solution

- Licensed Broadcasters will receive full access to the **ATVI Reference Application** (refApp), implementing the core functions / modules necessary to execute DAS with HbbTV-TA

- Licensed Broadcasters are provided with **Guidelines** and best practices for TA-related matters like e.g. for program scheduling, signaling of placement opportunities, substitution content editing & encoding

- ATVI further assists Licensed Broadcasters by providing relevant business-related information incl. **Reach Forecasts** for TV models of certified devices (incl. timing & validation) and designated CEM contacts

Summary

- ATVI's mission is to thrive the technical harmonization of addressable TV with a focus on Dynamic Ad Substitution (DAS) in linear broadcast TV.

- ATVI is loyal to open standards (like HbbTV-TA and DVB-TA) and checks the TA-compliance of TV sets by testing and certifying devices against its Certification Requirements.

- For this ATVI has built the ATVI Validation Tool that is offered for free to partnering manufacturers (and other industry players).

- Certified devices are put on the Verified List, which ATVI provides to broadcasters that become licensees.

- So, licensed broadcasters can rely on the unified reach provided by ATVI when targeting real devices in the field with their own ATV services.

ATVI
Addressable
TV Initiative

Building a reliable reach for
Addressable TV across Europe ●