



DVB-I evolution leveraging the HbbTV standard



Mediaset is strongly committed to support HbbTV specs.

Italian Pathway to HbbTV 2

10 Steps to Launch - March 2014 > November 2017

HbbTV 2.0 join Italian market in 2018 after 3 years of technical preparation.
A great joint effort between the **HbbTV Association** and **HD Forum Italia**.

HbbTV Symposium 2015 in **San Marino**

Official signing of a M.o.U. between **HbbTV Association** & **HD Forum Italia** for migration from **MHP** to **HbbTV 2.0** in Italy

HbbTV Symposium 2017 in **Rome**

Finalisation of specification & **MHP / HbbTV** Interoperability workshop in Italy

Official presentation of **UHD Book 1.0**, including the Final HbbTV 2.0 Spec for Italian Market

HbbTV Symposium
San Marino 2015



HbbTV Symposium
Rome 2017



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Italian Pathway to HbbTV 2

- Nowadays, an amount of **15.8 million Connected TVs** have contacted our Mediaset Infinity HbbTV apps every day
- More than **12 million unique users** per month on Main & Second Screen device



Mediaset and DVB-I, Market Trial and PoC

A mission for the whole market

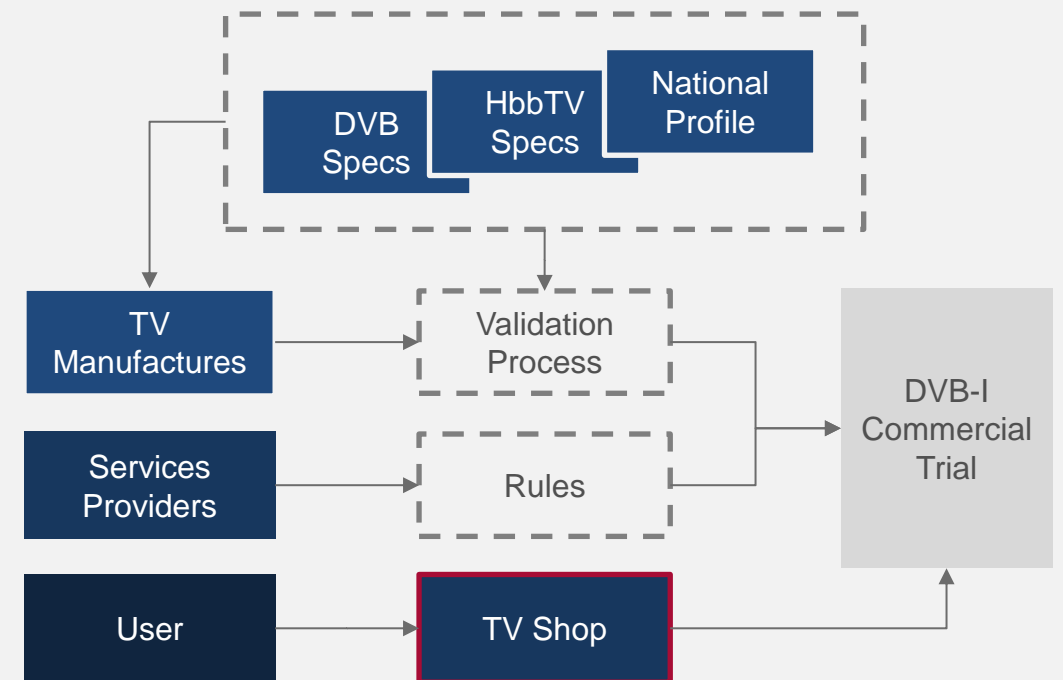
Mediaset has been working on DVB-I PoC since 2019 with the aim of implementing a solution supporting different use cases that could then evolve into a market trial, which started in Italy in Q4 2023.

In the meantime, in 2024 Mediaset has started working on a Phase 2 PoC to test additional use cases including TA in DVB-I and the introduction of HbbTV 2.0.4 Annex O.

The activities, that Mediaset is currently carrying out with the support of Fincons and other technology partners, are an investment for the entire broadcasting ecosystem, preparing the market for the DVB-I standard in a non-competitive manner.



The trial: the complete up & running ecosystem



HbbTV and DVB-I

A synergic approach

A key factor for the success of the Market Trial and the PoCs has been the collaboration between HbbTV and DVB organizations to exploit how HbbTV can be leveraged to improve user experience and services offered by broadcasters. Some of the main topics covered in PoC phases include:



DRM

Importance of having a solution able to fully support DRM systems in the market



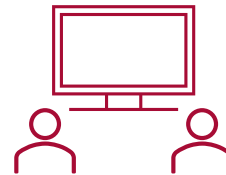
mABR

Enhance the efficiency and scalability of content delivery over IP networks



CMCD

Monitoring of the Quality of Service through Common Media Client Data



Target Advertising

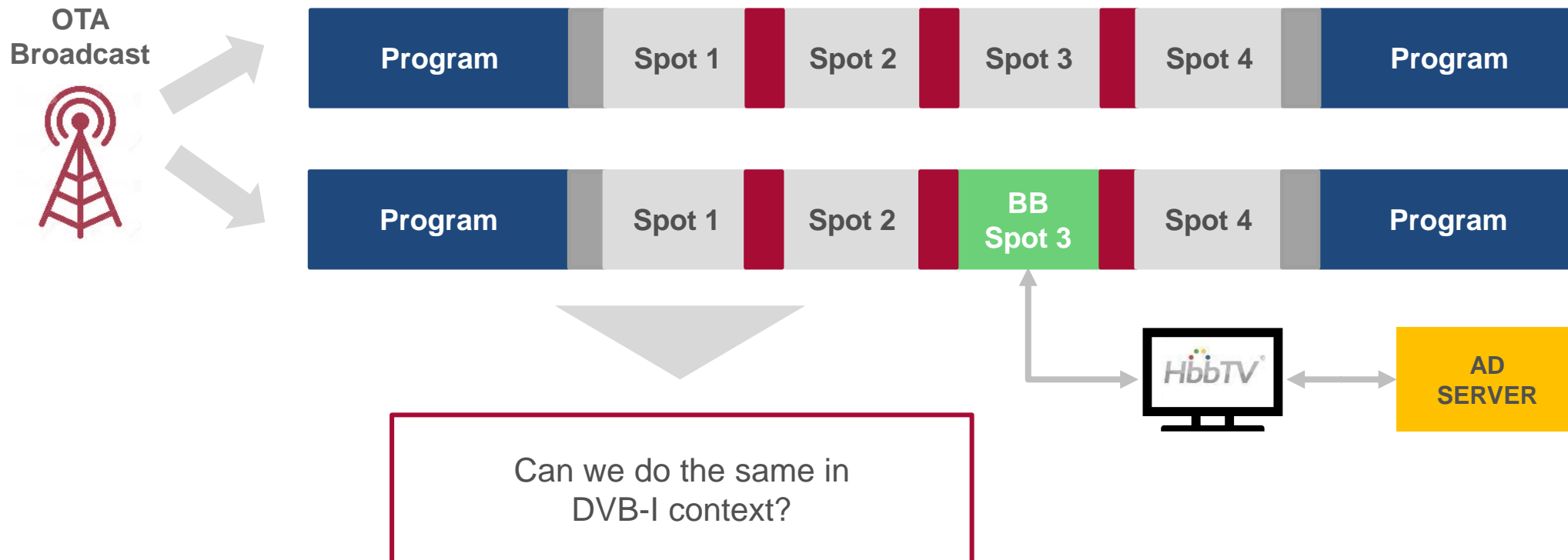
TA use cases in the DVB-I context

Come and visit us **Stand Number 6 - Hoare Memorial Hall**

Target Advertising on Broadcast Stream

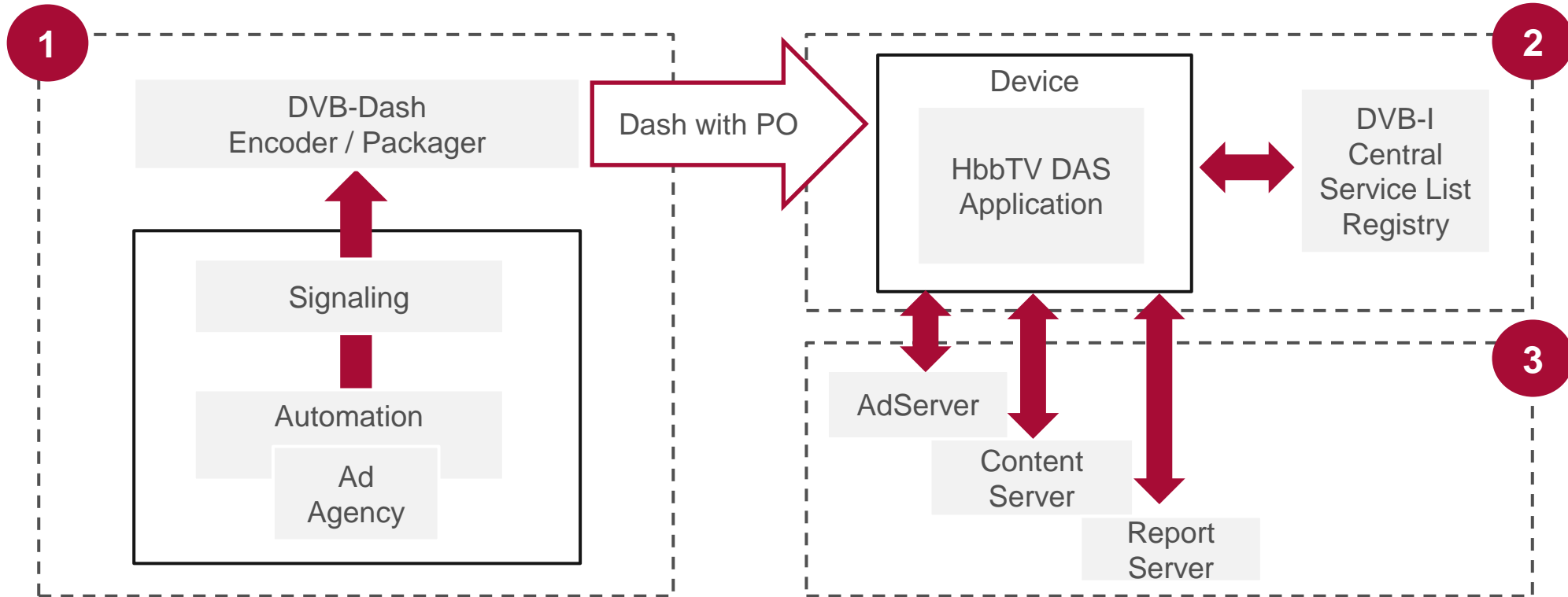
The use case

Mediaset has already implemented several Target Advertising use cases on HbbTV using both the legacy and the new HbbTV-TA specifications, which currently coexist in the production environment



Target Advertising on DVB-DASH

Leveraging DVB-TA Part 3



1 Placement Opportunity creation and insertion

2 Placement Opportunity acquisition and management

3 Advertising Management



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