



Addressable  
TV Initiative

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**TP**VISION

# Ensuring Compliance of Devices with HbbTV-TA - Challenges and Lessons Learned -

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HbbTV Symposium – London – November 14, 2024

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# Introduction

## 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 and DVB-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



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# Challenges in building Reach

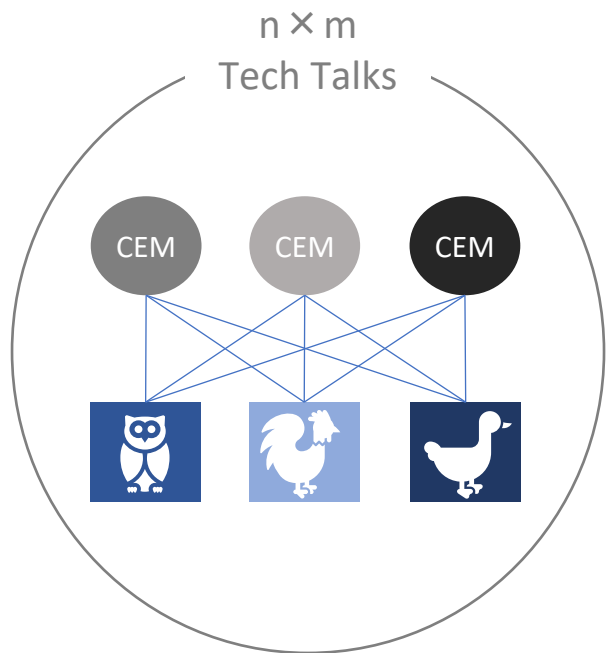
## Verifying Device Compliance

- 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 manufacturers 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” requires testing to ensure a good user experience

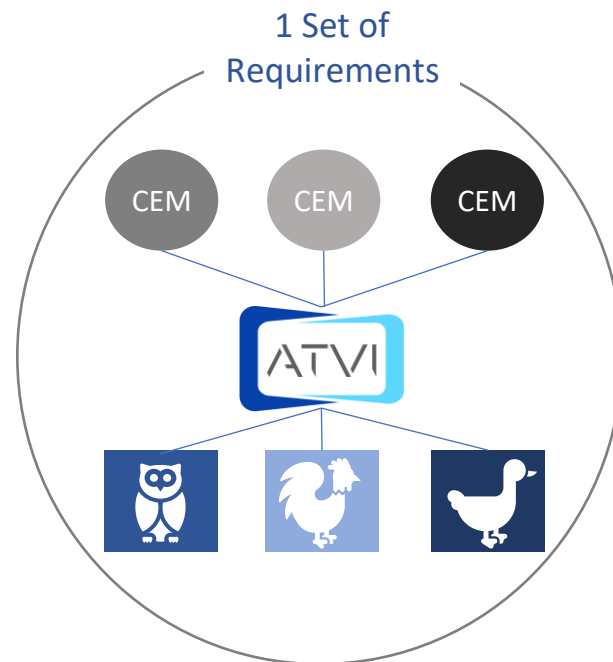


# Challenges in building Reach

Align Priorities to Broadcasters' real Needs



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



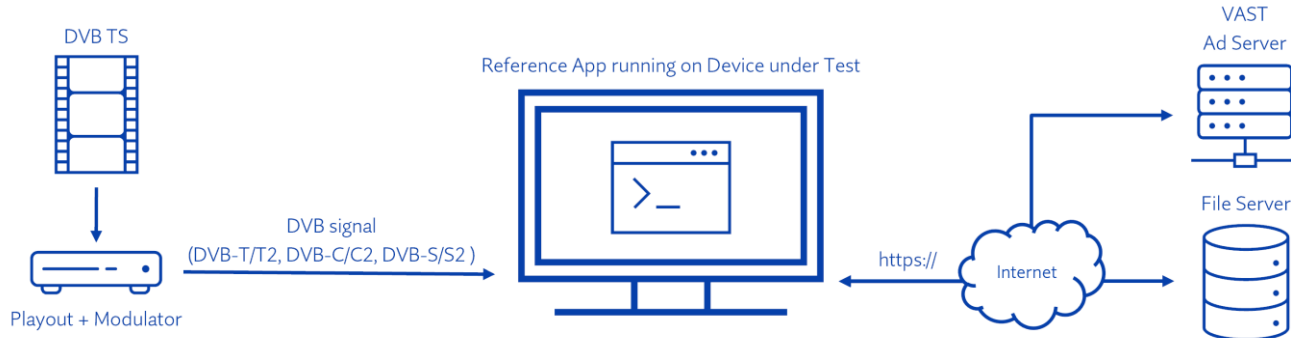
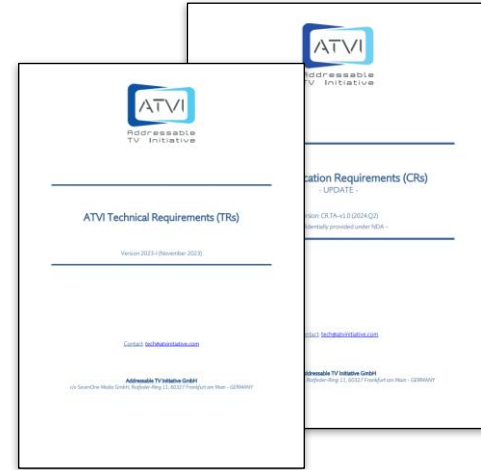
Consolidation of broadcaster tech demands enable multi-CEM-harmonized HbbTV-TA implementations

# What ATVI offers to CEMs



## Documents and Tools exclusively provided to ATVI Partners

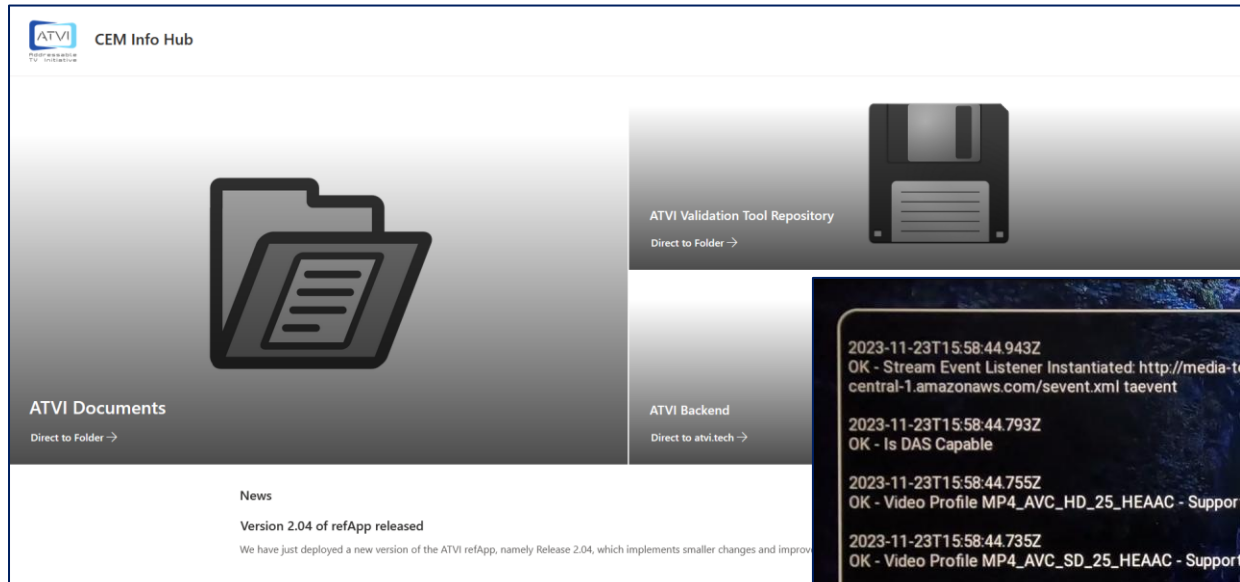
- The **Technical Requirements (TRs)** are the main guiding document for ATVI's certification activities
  - It refers to the HbbTV core specification, to HbbTV-TA, to DVB-TA etc.
- The **Certification Requirements (CRs)** are precisely describing the ATVI certification criteria
  - It refers to the ATVI Test Set for E2E Integration Testing and the 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 CEMs

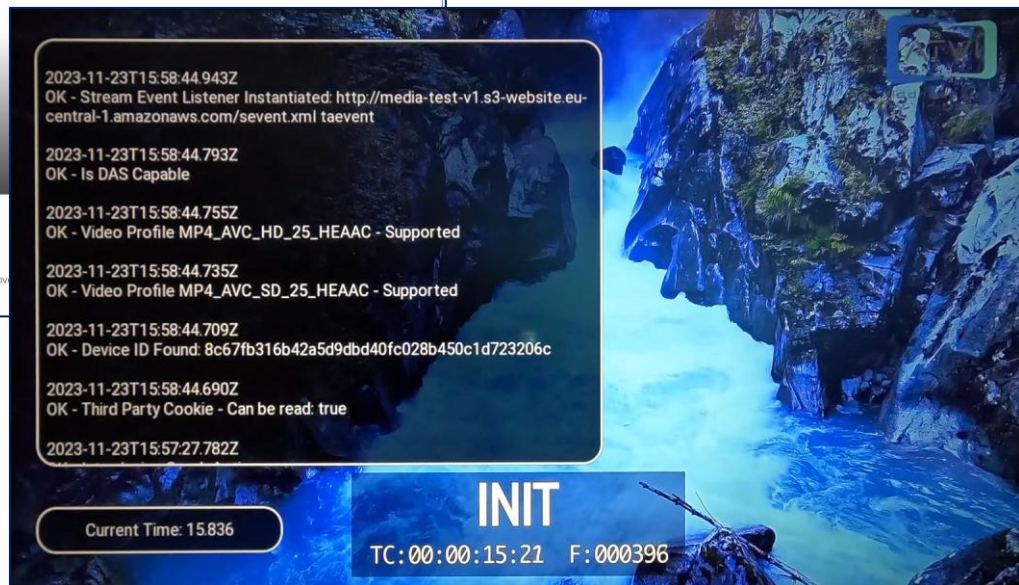


## Snapshots



Left: The “CEM Info Hub” is the central portal for downloading ATVI documents and test content

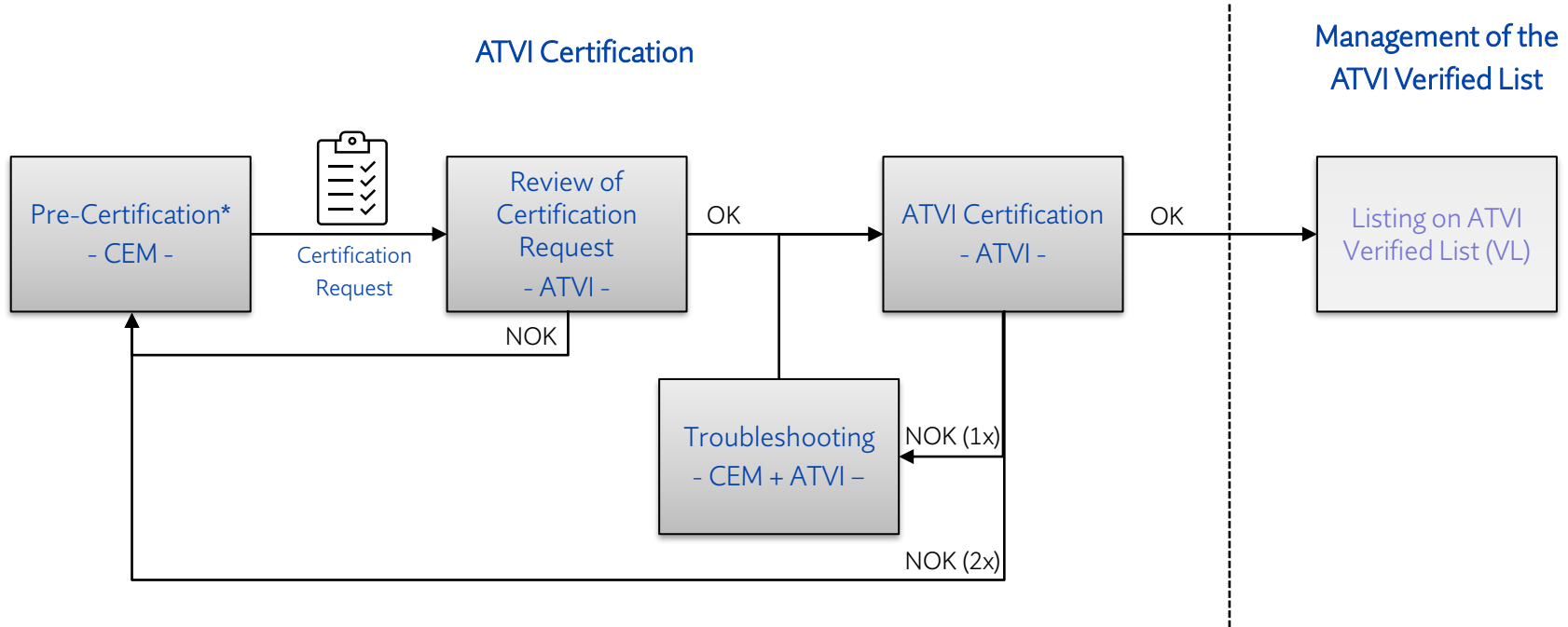
Right: The ATVI refApp implements the test sequence for checking devices’ TA compliance



# The ATVI Certification Regime



## Process Overview



\*) Preconditions:

- Certification Agreement is in place
- CEM has been provided with ATVI TRs, CRs, VT, etc.



# Implementing the Certification Process



## Successful POC!

- It has been proven that ATVI Certification can be executed successfully
- The very first ATVI Certification has been granted to a range of Philips TV models in July 2024.
- Best practices that have been derived:
  - Start device testing as early as possible to reduce risk of discovering major issues late in the process
  - Consider where developers and testers are located when setting up cloud tools and services
  - Provide for the collaborative environment to enable a free flow of information between all parties involved

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### Press

- July 11, 2024**  
Happy to announce first TV certification by ATVI!  
Today ATVI is proud to announce that it successfully completed the certification of a range of Philips TV models for the first time. This achievement marks a significant milestone in the development of our vision. You can find the certification details here: [https://www.atvinitiative.com/philips-certification](#)
- March 2024** : ATVI announces agreements with TP Vision and VESTEL
- November 2022** : ATVI announced at HbbTV Symposium in Prague
- August 2022** : RTL and Seven.One announce the creation of ATVI

ATVI can complete a full Certification Run within two business days!

[www.atvinitiative.com](http://www.atvinitiative.com)

# Key Take Aways



1. The HbbTV-TA specification is demanding and testing devices is thus mandatory to ensure compliance in the field
2. The ATVI certification regime applies open standards from HbbTV and DVB
3. ATVI provides for a clear technical reference applicable across Europe designed to satisfy broadcasters' real needs for Targeted Advertising (TA)
4. With the first successful ATVI Certification it has been proven that the use of ATVI tools and services allows CEMs to evidence TA compliance of their TV sets with manageable efforts

## Conclusion:

➔ ATVI is a simple and practical springboard for CEMs to enter into enabling agreements with Broadcasters on TA ←

...handing over to Leticia.



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Building a reliable reach for Addressable TV across Europe •