

# Challenges and Lessons Learned

HbbTV Symposium  
LONDON

# TPVISION



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# CHALLENGES AS TV MANUFACTURE

- MISSION  
LESSONS LEARNED



# Mission: ATVI TA certification

- New DAS module 'fast media switching' API' as TA spec defined to enable and optimised switching from broadcast to broadband & back.
- The ATVI test is for a TV manufacture a very challenging task which includes several use cases.
- Test includes, functional and performance cases. These TC cover a wide range of scenarios.
- Robustness test; like change channel/pulling Ethernet plug,
- EPG behavior, etc

• **Is this a Mission impossible?**



# TV manufacture challenges

Implementation of TV decoder capabilities and specifications

- TA test material
- Before ATVI certification => RTL test

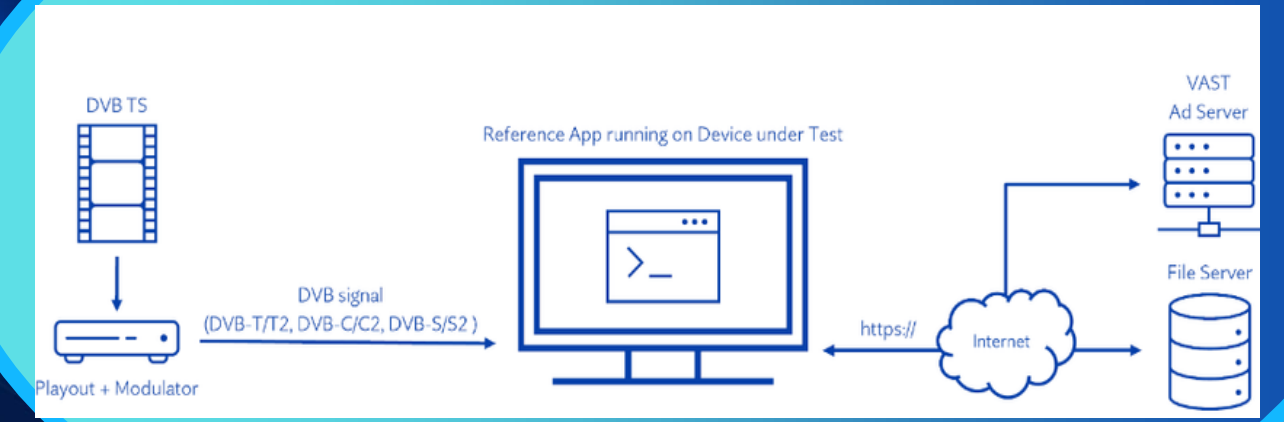
- TEST tools and test harness
- TV manufactures algorithm

- NO commercial Validation tools in the market

- TA & Test spec, has grey zones
- switchMediaPresentation of timeline (audio/video PID).

- Test TA require expertise & debugging skills

- Test locations far away => Latency



# Several technical aspects of ATVI test

- TV Services in SD & HD
- Use of Several video and audio codecs (the most used in the market)
  - Several frame rates
  - Several bit rates
- Several switching scenarios
- + Additional test material of HbbTV.org

## Challenge for Philips TV



DVB-TA technology

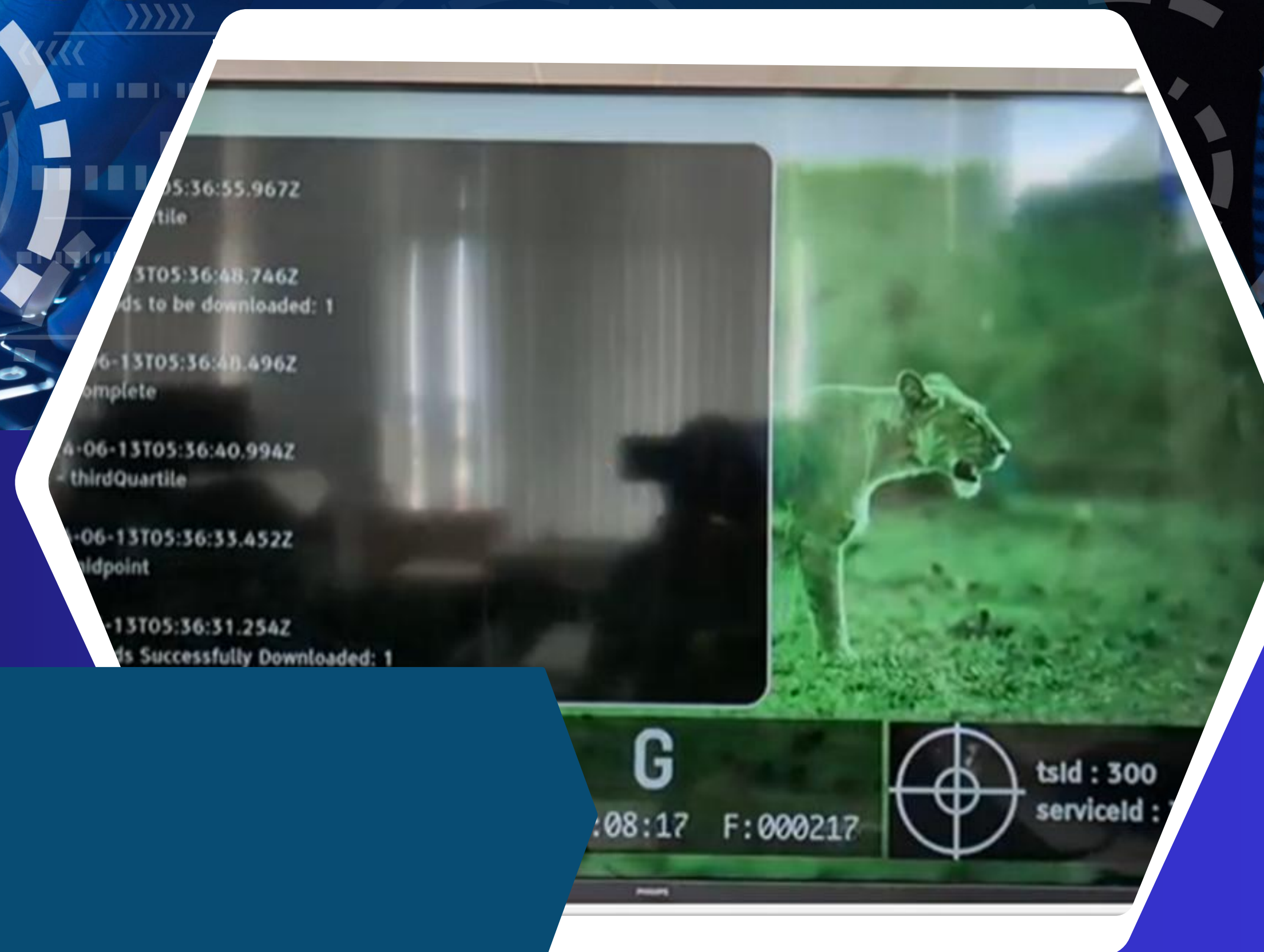
Seamless ad switching



Precise switching decoder



Performance Algorithm





*MISSION: IMPOSSIBLE*

possible

# CONCLUSION



With ATVI test process well defined



With excellent cooperation of ATVI team and collaboration of test tool developers



With controlled track process



With validated test material according the specs



Join team effort offer excellent user experience for consumers.



Philips TV make possible the ATVI certification

# Thank You

## For Your Attention

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