

The poster features a vibrant red and pink background with a faint image of Big Ben. At the top, there are colorful, flowing ribbons in shades of yellow, purple, and blue. The text is white and arranged in a clean, modern layout.

# 12th HbbTV Symposium & Awards

**LONDON**

**14–15  
NOVEMBER**

**CHURCH HOUSE  
WESTMINSTER**

**HbbTV**  
everyone 

# The State of the (HbbTV) Nation

Vincent GRIVET  
Chairman of HbbTV

14 Nov 2024  
London

# I. What has happened around us in 2024 ?

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# Observation 1 : Broadcasters continue their shift to streaming and seem to succeed on both audience and advertising



**TF1+ CONFIRME SON  
LARGE LEADERSHIP  
SUR LE MARCHÉ DU  
STREAMING  
FRANÇAIS**

10 JUILLET 2024

33 millions de streamers\* en moyenne chaque mois sur le premier semestre 2024 !

**TF1 streaming ad revenues up 40%**

October 31, 2024  
From Pascale Paoli-Lebailly in Paris



pressreleases@rtl.com <pressreleases@rtl.com> Aujourd'hui à 07:04  
À : Vincent GRIVET

**RTL Group**  
Quarterly statement

**RTL Group's streaming business continues to grow dynamically**

... etc.

# Observation 2 : global SVOD & streaming champions hit some limits

## Paramount seeking partners for streaming business

JUNE 11, 2024 14:01 EUROPE/LONDON BY JULIAN CLOVER



## Decrease in UK SVOD homes

FEBRUARY 7, 2024 11:44 EUROPE/LONDON BY JULIAN CLOVER



The number of homes in the United Kingdom subscribing to one or more streaming services fell in the last quarter of 2023.

According to data from the Baro Establishment Survey, 18.8 million UK homes (65.4%) had access to a subscription video-on-demand (SVOD) service in Q4 2023, a decrease from 19.3 million (67.3%) in Q3 2023.



# Observation 3 : Linear TV is challenged but holds on... even in the USA

Analysts: The rate of decline in broadcaster viewing is slowing

New research from Enders Analysis finds that by 2030 broadcasters' share of total video viewing will be 52 per cent, down from 58 per cent in 2023



## Spain: Linear FTA TV dominates

March 21, 2024  
From David Del Valle in Madrid

## Traditional TV dominates in Poland

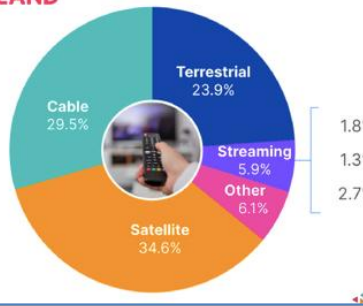
FEBRUARY 21, 2023 21:49 EUROPE/LONDON BY CHRIS DZIADUL



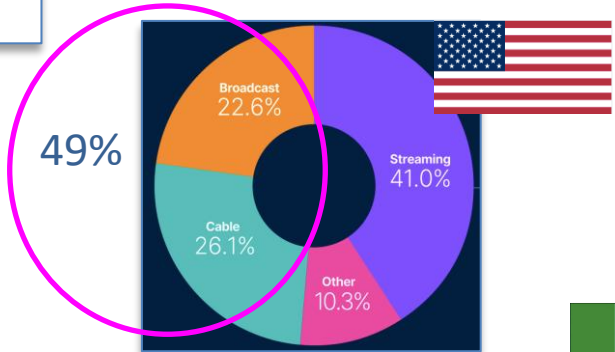
The Gauge: **POLAND**

January 2023

Total Day  
Persons 4+



82%



Les radiodiffuseurs italiens ont adopté ce changement en proposant du contenu sur plusieurs plateformes. Ils ont également réussi à fidéliser les téléspectateurs pendant plus de 90 pour cent des jours et à capter 82 pour cent du temps total d'écoute de la télévision. Le visionnage

# Observation 4 : OS-ization of TV sets continues

## Why would The Trade Desk secretly build a TV operating system?

Trey Titone  
September 03, 2024



Article snippet showing a trading floor illustration.

## Titan OS launches as new European smart TV offering with Philips as anchor client

By Stuart Thomson 23rd January 2024



Article snippet showing a smart TV displaying the Titan OS interface.

## Walmart to acquire Vizio in \$2.3 billion deal

Buying a cheap TV manufacturer might boost Walmart's advertising business.

By Tom Warren, a senior editor covering Microsoft, PC gaming, console, and tech. He founded WinRMore, a site dedicated to Microsoft news, before joining The Verge in 2012.  
Feb 20, 2024, 12:23 PM GMT



Article snippet showing the Vizio logo.

# 2024 confirmed the well-known trends of the TV ecosystem

1. Traditional Broadcasters accelerate their shift to streaming and seem to succeed
2. SVOD , which has “invented” and dominated streaming , seems to plateau and gives way to free streaming
3. Linear TV is not dead
4. TV OS continue to proliferate creating a perspective of technical fragmentation

**Confirming a Streaming / Broadcast co-leadership**

**An Hybrid world**

# More than ever, HbbTV is the technology to navigate this new world of TV

- Friendly and natural path for streaming & OTT extensions or **reconfiguration** of Broadcast
- All TV brands & all networks with one app
- The natural platform for addressable advertising in linear
- An open standard which aligns with market aspirations for open ecosystems avoiding entrenched gatekeeping situations



## **II. What happened in 2024 at HbbTV ?**

Future HbbTV 2.0.5

New

Coming soon

TECHNICAL SPECIFICATION

**Hybrid Broadcast Broadband TV**

DRM Guidelines (will be referred by 2.0.5)

ETSI TR 1DD DDD Vm.t.e (yyyy-mm)

Coming soon

TECHNICAL REPORT

**Hybrid Broadcast Broadband TV;  
Guidelines for Use with DRM**

# Interop Events

#13 : London – Feb 2024

## DTG & DTVP International Plugfest 2024

February 26 - March 1

### International Plugfest 2024



#14 : Milan – June 2024



- All Events

## Kineton International Plugfest 2024

June 24 - June 28



#15 : Berlin – Oct 2024

## HbbTV Plugfest and Testing Event Berlin 2024 Report



# A significant flow of initiatives to improve the usability of HbbTV in our ecosystem

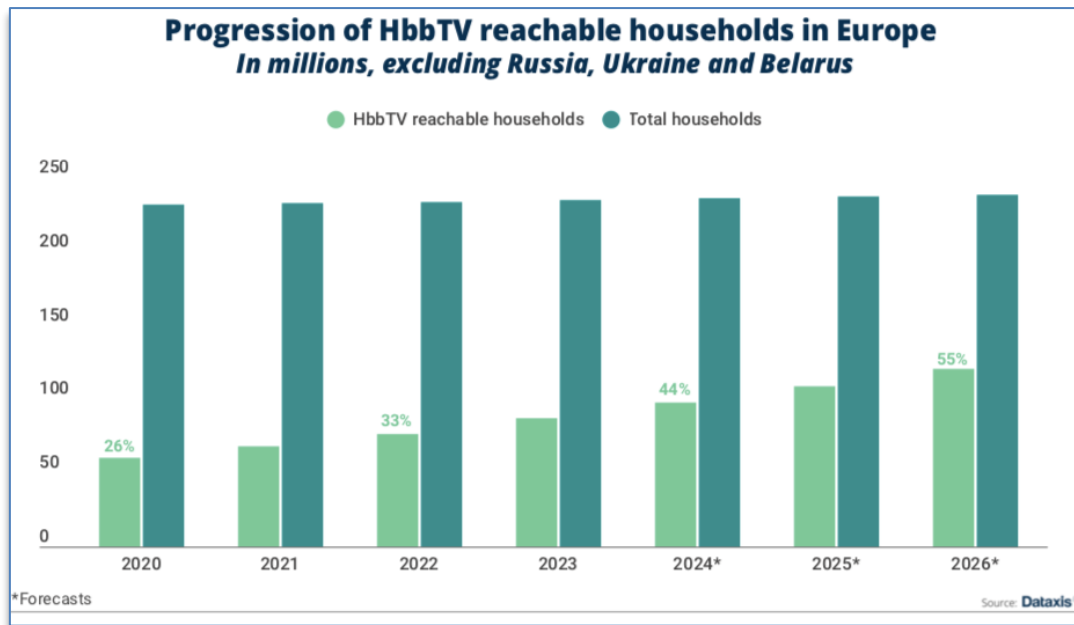


- Revamped Developer portal
- DRM completeness of test suite
- Minimum Test Harness
- Major Test Maintenance RFP
- New ADB2 DNS server
- Zoo Directory

...

In aggregate , more than 250 k€ of incremental investment

# HbbTV confirming its mass-market relevance



November 5, 2024

## Google releases HbbTV Sample App for Linear Addressable Advertising

A new HbbTV sample application showcasing linear addressable TV capabilities has been released by Google, providing developers with a ready-to-use framework for building advanced advertising

[→ READ MORE](#)

## Publitalia '80 becomes first Italian sales house to sign Samsung HbbTV agreement

FEBRUARY 5, 2024 12:42 EUROPE/LONDON BY JULIAN CLOVER



Publitalia '80 has signed an agreement with Samsung Electronics that will see the Mediaset sales house adopt the HbbTV-TA (Targeted Advertising) standard, bringing an addressable video advertising offer specifically for connected TV.

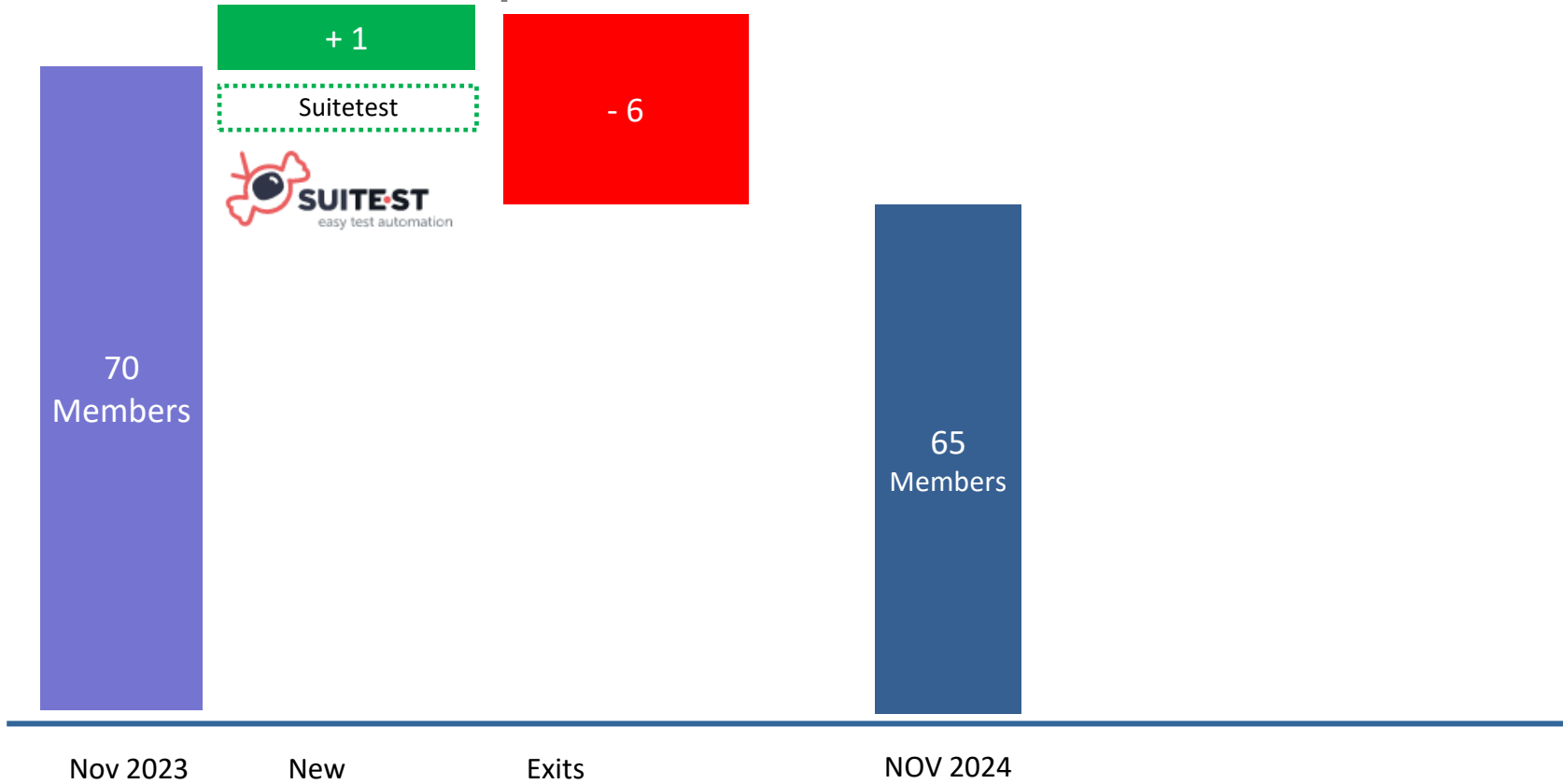
## Addressable TV Initiative signs up TP Vision and Vestel

MARCH 18, 2024 09:43 EUROPE/LONDON BY BROADBAND TV NEWS CORRESPONDENT



The Addressable TV Initiative (ATVI) has entered into partnership agreements with TV set manufacturers TP Vision (Philips) and Vestel.

# Our Membership in 2024



## What's next ?

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# Key stakes in 2025

- **Continue the normal operations** : tests, webinars, plugfests, etc
- Deliver 2.0.5 ( including DRM guidelines)
- Harvest the results of our efforts on test maintenance, MTH, etc..
- Keep our ecosystem dynamic & attractive
- Further increase usability of HbbTV for app developers & manufacturers

... all with the Members and Users of HbbTV