

HbbTV Delivers Huge Benefits to DVB Broadcasters

What is HbbTV:

Hybrid broadcast broadband TV (“HbbTV”) is a global initiative aimed at harmonizing the broadcast and broadband delivery of entertainment services to consumers through connected TVs, set-top boxes and multiscreen devices via utilising familiar EPG channel list (“TV channel store”) to also host HbbTV apps so that traditional terrestrial or satellite viewer can access and launch the smart TV app via familiar EPG interface.

In practice best is to imagine HbbTV being just another smart TV app store with the difference that TV app is hosted on channel EPG screen rather than on the vendor’s smart TV app screen. Second difference is that HbbTV service is always regional, i.e. operator needs to launch a specific HbbTV app for each country to be covered via EPG app store, while some other app stores, e.g. like Google Play, can host global apps which can work in any country. Apart from regional confinement, there is no other difference, i.e. HbbTV app can provide the exact same functionalities as any other OTT app.

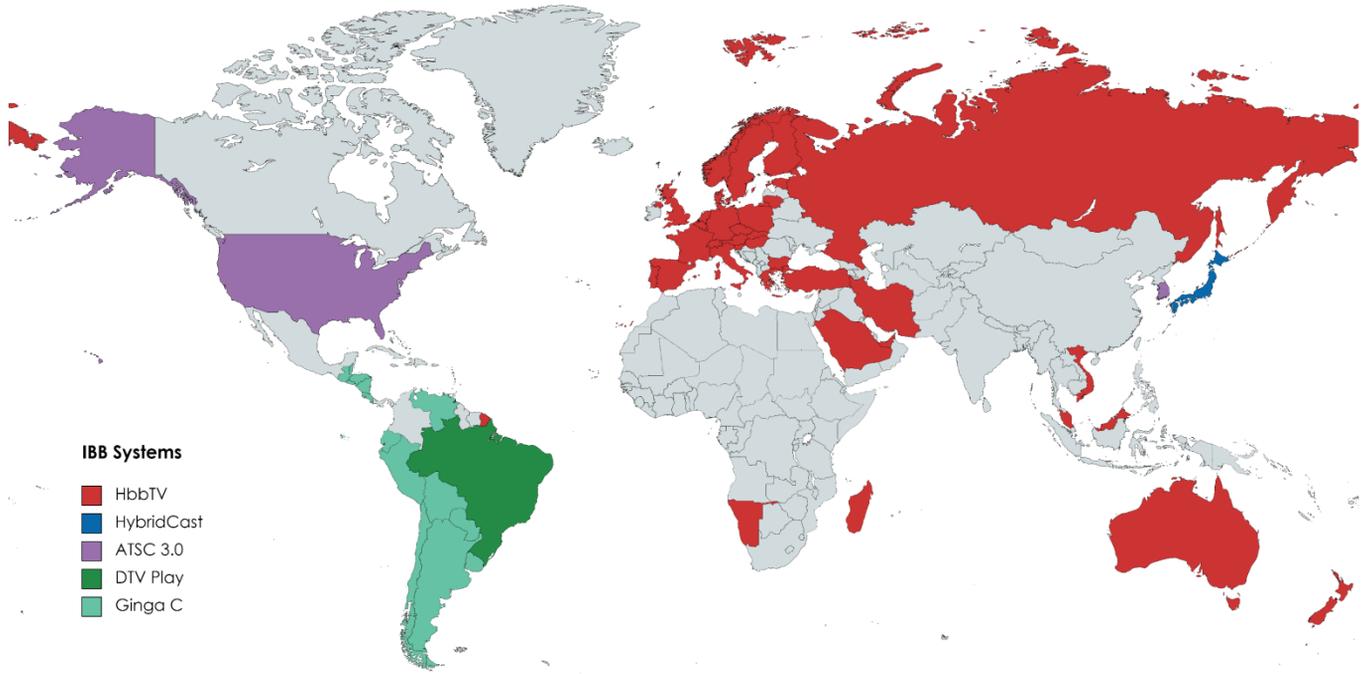
There are five different Integrated Broadcast-Broadband (“IBB”) hybrid solutions on the market, however the most successful deployments are in the countries which adopted HbbTV system (see the worldwide IBB deployments map below).

Most of DVB broadcasters modernised their operation by embracing OTT app services, however many of them overlooked HbbTV app opportunity. With a view that traditional TV audiences primarily consume TV service via EPG entrance door, HbbTV is by far the most suitable app to transition existing DVB-T/S user base to start watching service via OTT app.

Key facts and benefits in favour of HbbTV vs DVB-T/S are:

- Terrestrial and satellite DVB TV audience has massive market share in most of the countries, and this huge audience is used to access the TV service via EPG channel number.
- IPTV service delivery has many advantages compared to DVB, the most important is a very user friendly interactive user interface, which can accommodate any type of content monetization, including targeted advertising, PPV, multilevel subscriptions, TV shopping, games and more.
- Most of smart TV sets are nowadays connected to internet and therefore ready to deliver broadcast service via HbbTV app.
- Logic is that the most popular channel number, operated by the particular broadcaster, is utilised to host the HbbTV app launcher script, meaning that when viewer select this channel, this will launch the HbbTV app which can include all live TV channels the particular broadcast network operates, delivered with very advanced features like targeted advertising, live rewind catch-up-TV and including VOD.
- Broadcast TV network operator can dramatically reduce their satellite and terrestrial DVB bandwidth overheads by utilising HbbTV app. This can enable tremendous cost savings, while at same time users receive much more advanced service, e.g. 4K picture quality is becoming must to have, and while 4K is prohibitively expensive to deliver via DVB, its delivery via IP is now the market norm.
- **Perception TVCDN provides custom branded HbbTV app service out of the box as a complete turnkey proposition which includes EPG app store uplink configuration, and if required, including provision of satellite and/or terrestrial EPG channel number.**
- **Complete HbbTV service can be agreed on the revenue share basis which can deliver to the broadcaster immediate financial upside due to huge savings delivered by DVB terrestrial and/or satellite bandwidth cost savings; not to mention much increased PPV, subscriptions and advertising revenues.**

Integrated Broadcast-Broadband (IBB) Hybrid DVB-I television deployments worldwide



Most popular IBB variant, HbbTV (popularly referred to as Freeview) is available in many countries all over the world: Australia, Austria, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Iran, Italy, New Zealand, Norway, Russia, Spain, Sweden, Switzerland, Kingdom of Saudi Arabia, Turkey, United Kingdom and more; the expansion of HbbTV is still growing and many new countries are adopting HbbTV as the replacement for their national DVB broadcasting. IBB variant ATSC3, branded in USA as NextGen TV is also rapidly gaining market share across all states, while South America adopted DTV Play and Ginga variants, and Japan HybridCast.

Perception TVCDN™ HbbTV Service Delivery Architecture

