

Empowering DVB-I with HbbTV

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Rationale – Why we need a PoC

- DVB-I has been introduced in 2019, R5 was the first implements in the market release, July 2023
- HbbTV take care of DVB-I since Core 2.0.4 published in September 2023
- Mediaset started working on DVB-I at the end of 2019 in order to understand real applicability of the specification

The PoC born as a completely Open Environment, where different Entities can share their expertise in the benefit of DVB-I. PoC was joint by:

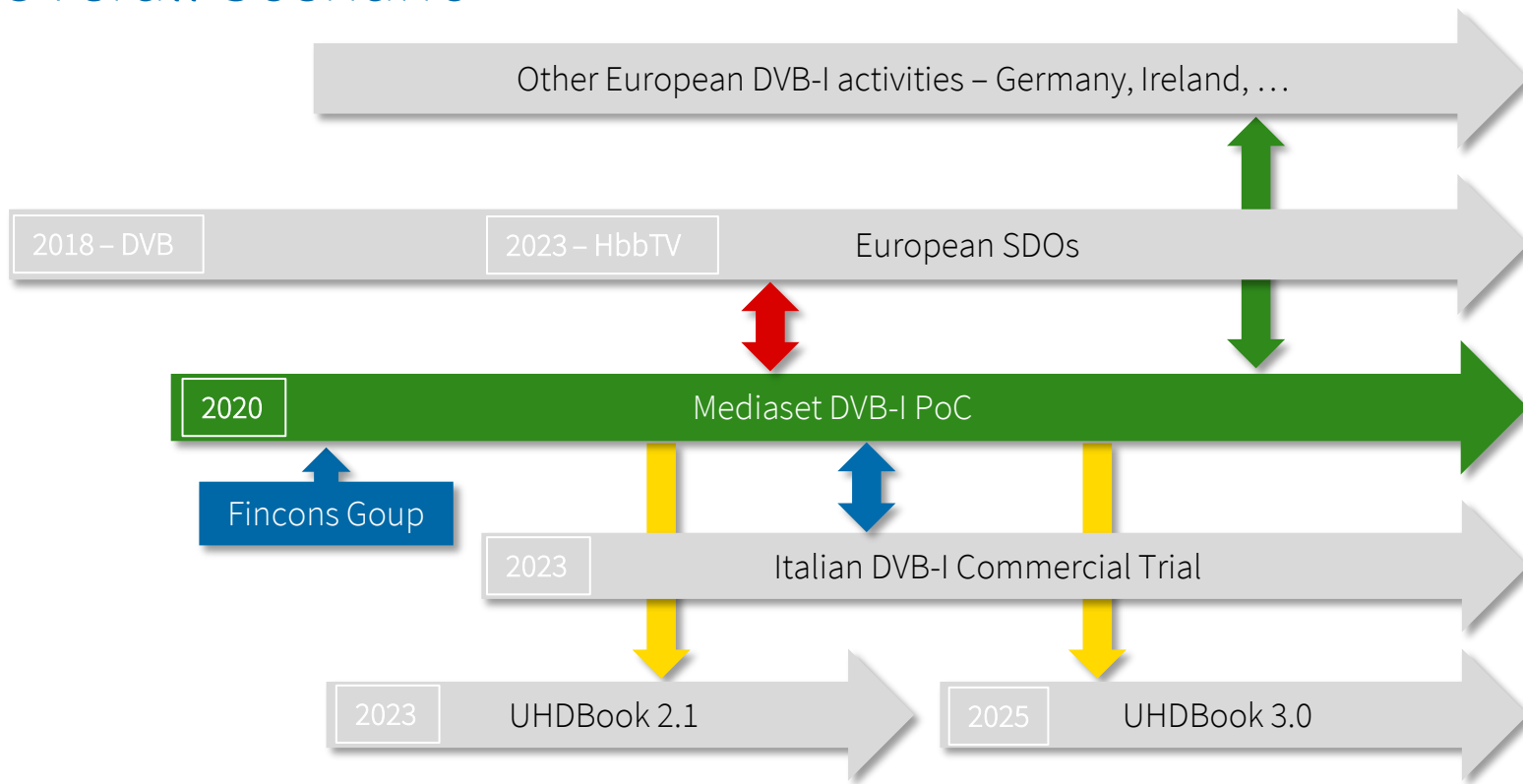
- Manufacturers
- B'Casters & Service Provider
- Technology Provider

PoC Goal

- Manage grey areas in specifications
- Test Interoperability
- Test functionalities before Production

In early phases of the PoC, Mediaset understood the needs for an application level on top of the native layer. Here the call to Fincons.

Overall Scenario



Why we need an application on top of the native layer

In DVB-I ecosystem, it is important to manage as much functionalities as possible at the 'native' level within the consumer device. **However**, there are functionalities that devices are not in the position to manage at native level and require an application-level implementation (e.g. HbbTV):

- Technology-provider/B'Caster customizations, e.g. handling Digital Rights Management
- Standardized technologies where implementation approaches may nevertheless vary, e.g. Multicast ABR
- Service-provider customizations, e.g. Quality of Service monitoring
- Client-side ad insertion or substitution

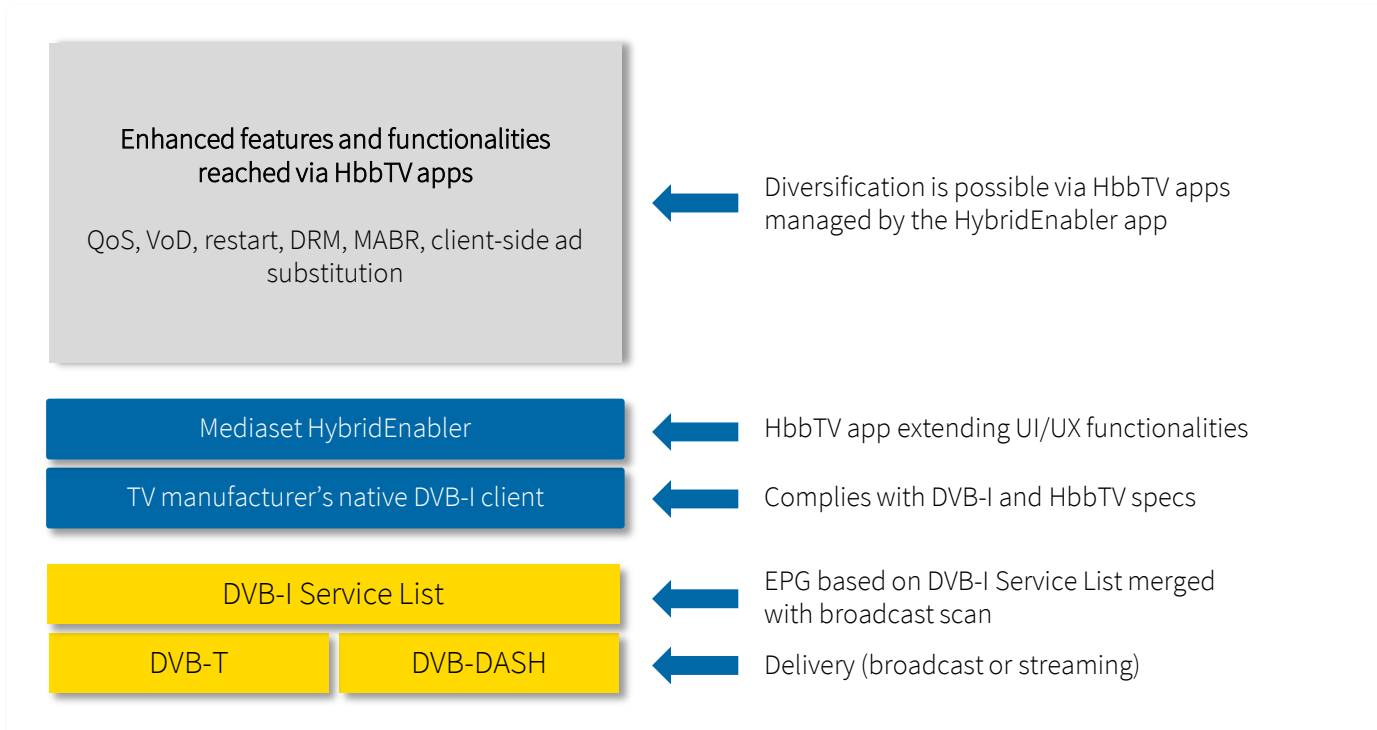
Also, a B'Caster already having HbbTV applications running in a broadcast-only environment needs to extend them to the hybrid environment, demonstrating sustainability and consistency of the application user experience as well as portability of broadcaster business models towards a hybrid context.

Available solutions – HbbTV Linked Application

- LA 1.2
- LA 1.3 + LA 1.1
- ...

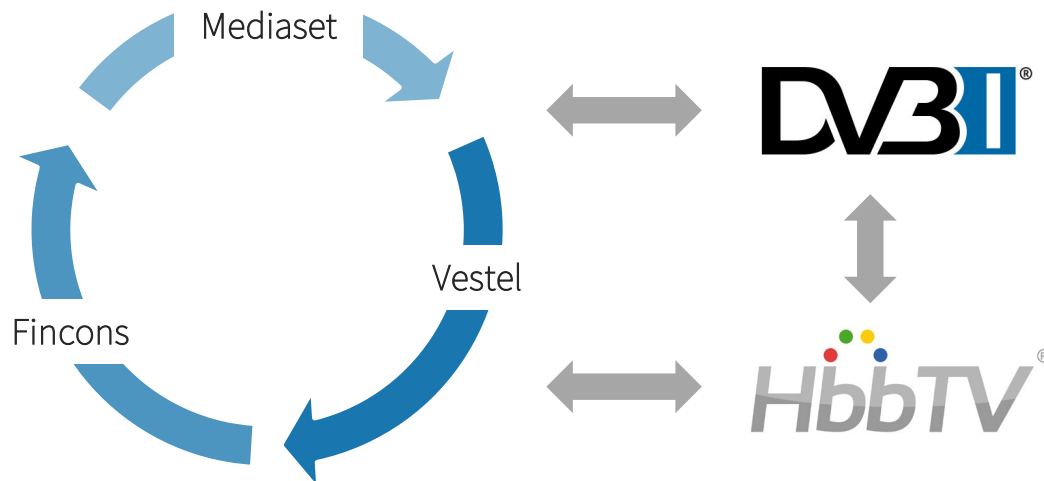
BUT ... what happens if
HbbTV is NOT available?

The full picture



PoC & SDOs

The results of the PoC have allowed the standards to evolve



Mediaset HybridEnabler

HybridEnabler behaves in the expected way when a broadband instance is selected, acting as a linked application (1.2), and behaves as a typical “red button” application when the selected content is a broadcast instance.



- Hybrid channel list
- Smart Fallback

Environment
detection

VoD
management



Q&A

Thanks & visit us to
Fincons booth 5.B25

