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D/WMT 105

HbbTV from an ISP perspective

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Why ISPs shouldn't be neglected



- **Operators are building the infrastructures for tomorrow's distribution of content:**
 - ▶ They will be a central player between the content provider and the TV set
 - ▶ QoS has a cost
 - ▶ ISPs already have a billing relationship with the customers
- **IPTV players have already distributed millions of STBs at home:**
 - ▶ STBs are upgradable in the field
 - ▶ Most STBs have a DTT tuner
 - ▶ At day one, installed park for HbbTV can be larger than expected and provide sufficient weight

- **Operators already have ad-hoc middleware solutions:**
 - ▶ Various HTML-based (ANT, proprietary...), Flash
 - ▶ Full proprietary
 - ▶ Custom applications are royalty-free: operators won't abandon them for standards with per-box royalties
- **HbbTV can still be useful in three situations:**
 - ▶ IPTV STBs with DTT tuner
 - ▶ Dynamic pop-ups attached to content
 - ▶ Common, standardized middleware
- **Freebox has backed “H4TV” from the very beginning**
 - ▶ Merging European projects into HbbTV is a good thing
 - ▶ Withdrawn support since IPRs and royalties are unclear
 - ▶ STBs are part of the acquisition cost

- **Royalty issues have killed DVB-MHP**
- **HbbTV isn't a disruptive technology innovation**
 - ▶ For IPTV it is merely a standardized HTML browser profile
 - ▶ Broadcast extension adds well-known DVB object carousel
 - ▶ Similar-looking technologies (MHEG) are royalty-free
- **There are other ways to earn money with HbbTV:**
 - ▶ Selling HbbTV software stacks
 - ▶ Validation and testing
 - ▶ Consulting
 - ▶ Authoring software
 - ▶ Embedders
 - ▶ Value-added contents

IPR issues are unclear

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- **OpenTV and Philips have made a commitment to content providers: no use-fees for broadcasters**
 - ▶ Required by broadcasters
 - ▶ No use-fees for manufacturers also recommended by HD Forum
- **No IPR calls during informal discussions**
- **The IPR issue is the main challenge for ETSI**

- **HbbTV can be an open, widely-used standard for interactivity**
- **IPR issues might make us miss this historical window of opportunity**