

10 things you need to know about...



Hybrid Broadcast Broadband (HBB)

1 What is HBB?

HBB is a generic name for broadband-connected television services and devices merging the two worlds of Broadcast and Broadband. HBB is like an extension to broadcasting: it brings entertainment to the end consumer through connected TVs and set-top boxes.

2 Why HBB is so revolutionary?

In addition to conventional linear television, HBB provides a host of new attractive services to the viewer. Leveraging the flexibility and choice of on-line services on a traditional receiver, HBB offers an engaging, intuitive user experience for accessing interactive and personalised services. The convenience of broadcasting with the choice of the Internet.

Bringing together these two media introduces a host of issues: content integrity, legitimate consumption of live and on-demand content, user privacy and user data protection amongst others.

3 Which services are really new?

Different markets in Europe will roll out a variety of television, entertainment and information services, some of which are listed below:

- On-demand catch-up television programmes
- "Best of the Web" "over-the-top" content (such as YouTube, Facebook, etc)
- Browser-based digital Teletext
- Advanced access services (signing, multi-lingual commentaries, captions and subtitles)
- Multiple camera angles, embedded picture-in-picture
- User-controlled information widgets on a TV display
- Live and on-demand streamed content
- Interactive Adverts
- Interactive live multiplayer games, voting, ranking etc.
- Instant Messaging, chatting etc.

4 Who are the main market drivers?

Initially, the initiative for HBB came from the consumer electronics manufacturers that developed a number of vendor-specific HBB solutions: Philips NetTV, Panasonic VieraCast, and many others. Today, HBB is the centrepiece of media organisations' future strategy and recent initiatives from Google and others promise to make HBB even more interesting.



5 When will HBB be rolled-out in the market?

It's already there: MHEG-5/DVB-T2 Freeview HD boxes enjoy HBB functionality in UK. There are hybrid services based on HbbTV on air in Germany and on MHP in Italy. France is expected to launch HbbTV-based services in 2011.

6 What is HbbTV

HbbTV stands for "Hybrid Broadcast Broadband TV Consortium", which has developed a technical specification which was adopted by ETSI as TS 102 796. It is based on existing specifications including OIPF (Open IPTV Forum), CEA, DVB and W3C, and represents a common baseline specification for horizontal markets. The HbbTV initiative lists over 60 supporters from broadcasters, software providers and CE (Consumer Electronics) device manufacturers.

7 What are the main challenges

- Fragmentation of European and worldwide markets
- Copyright and Content integrity issues
- Legal and regulatory issues related to user behaviour data protection and user privacy protection
- Broadband network congestion

8 Which are multiple HBB solutions in Europe?

HbbTV (IRT, France Télévisions, TF1 and others) is commercially deployed in Germany and due for launch in France in 2011.

HBB with MHP (RAI, Italian DGTv) – MHP 1.1.3 is proposed for HBB services in Italy and is standardised by DVB and ETSI.

MHEG-5 IC (BBC, ITV and UK DTG) – Based on the successful deployment of MHEG-5 in the UK, this standard (ETSI ES 202 184) is deployed in DVB-S2 and DVB-T2 set-top-boxes in the UK.

Project CANVAS (BBC, ITV and partners) has been given the go-ahead and represents a consumer proposition based on a set of technologies and a managed offering designed to ensure a high-quality experience.

9 Can HBB becomes a worldwide success?

Sure. Whilst broadcast and media markets differ extensively, EBU members will strive to continue harmonizing the different HBB approaches worldwide and ensuring that HBB has the best chance of enhancing the viewer's experience. We are hopeful that open HBB standards will prevail as the route to non-expensive, user-friendly and accessible HBB services and user equipment.

10 What role does the EBU play in HBB developments

All EBU broadcasters (more than 70!) have successful Internet media portals in each of their markets – with catch-up TV (e.g. BBC iPlayer, ARD/ZDF Mediathek) being supremely successful. It remains to be seen how these Internet TV developments will be translated into HBB and what will drive the uptake of HBB in addition to this. All EBU member organisations are supportive to HBB developments and many actively participate in the working groups dealing with HBB. The EBU Headquarters provides the administrative support to the HbbTV Consortium and through its members is represented in the developments in CANVAS -5 and MHEG.

