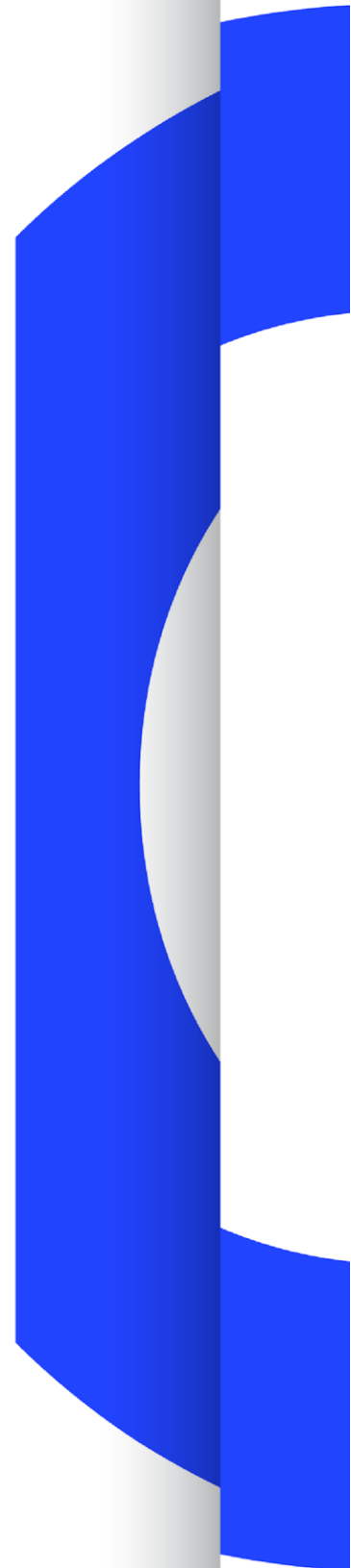# EBU

OPERATING EUROVISION AND EURORADIO

R 150

RECOMMENDED ADOPTION OF HbbTV 2.0.3 FOR HYBRID TV

Geneva
May 2021

This page is intentionally left blank to maintain pagination for two-sided printing

Using HbbTV 2.0.3 for Hybrid TV

EBU Committee	First Issued	Revised	Re-issued
TC	2021		

Keywords: Streaming, HbbTV, Broadband, OTT, On-demand, Live-streaming, DVB-DASH, Adaptive Streaming, HDR, H.265, HEVC, UHD, HDTV, HTML5, MSE, Hybrid TV, Accessibility, DVB, ETSI, TS 102 796.

The EBU, considering that:

HbbTV is a popular open standardised Hybrid TV system available in most Internet-connected TV sets on sale in Europe and beyond:

- Many EBU Members have an online-first policy seeking to promote their online propositions as well as their broadcast offerings on TV set and set-top-box platforms.

- EBU Members seeking to exploit synergies in their online video platforms (OVP) across their online propositions, tend towards the adoption of modern browser (HTML5) and streaming technologies to enhance user experiences.

- Alone, current linear broadcast technologies offer limited personalisation opportunities but when combined with a broadband offering on a TV set create an environment that provides the flexibility of the Internet coupled to the capacity and quality of linear broadcast.

- The EBU has been instrumental in the HbbTV Association's establishment and promotion of its specifications.

- HbbTV 2.0.X and especially the 2.0.3 specification (ETSI TS 102 796 V1.6.1) has advanced capabilities such as second screen and multi-stream synchronisation, interoperability with Digital Rights Management systems, support for adaptive streaming of (U)HDTV formats using DVB-DASH and device capability information, all provided within a modern HTML5 browser environment and converging with web standards technology with the use, for example, of MSE (Media Source Extensions).

- HbbTV 2.0.X has improved support for accessibility, supporting native playback of EBU-TT-D subtitles or closed captions for broadband-provided media.

- Currently, EBU Members are forced to use different applications to serve HbbTV terminals implementing different versions, e.g., HbbTV 1.5 and HbbTV 2.0.X.

- Seeking commonality across EBU Members maximises efficiency for EBU Members and Consumer Electronics Manufacturers by reducing testing and interoperability issues.

Recommends that:

1) EBU Members launch services targeting Hybrid TV devices using the HbbTV set of specifications if they have not already done so;

2) EBU Members who have already launched HbbTV services, and are using HbbTV 1.5 or earlier, should upgrade applications to HbbTV 2.0.3 to take advantage of its more advanced features.

3) In launching Hybrid TV services, EBU Members should engage in constructive dialogue with

stakeholders in their respective markets to ensure maximum take-up of new services, including:

a. Dialogue with Consumer Electronics Manufacturers to maximise interoperability between HbbTV 2.0.3 terminals and Members' services/applications.

b. Engagement with retailers to ensure the more advanced features of HbbTV 2.0.3 receivers are brought to the fore through attractive enhanced applications.

c. Engagement with other broadcasters to ensure a coherent market approach maximising the potential for audience engagement through a rich proposition based on advanced Hybrid TV services and devices.