

Nordig
Mr Per Tullstedt, Chair of NordigT Group

February 19, 2020

Re : Announcing the HbbTV-TA Specification

Dear Per,

As Nordig has expressed an interest in HbbTV for many years, an interest we appreciate very much and thank you for, we would like to inform you of the following.

We are pleased to announce the completion of our specification for targeted advertising. This specification defines an optional extension to HbbTV that enables replacing of broadcast content (e.g. adverts) with broadband-delivered content (e.g. ads that are targeted to a particular consumer or group of consumers).

While this can be done to some extent with existing HbbTV implementations, the new specification enables it to be done more accurately and faster – giving a better and cleaner user experience. As well as adverts, the new specification has non-commercial uses such as switching from national to local content and back again. The optional extension can be used with any version of the core HbbTV specification from 2.0.1 onwards.

The specification was developed in co-operation with DVB. HbbTV has defined APIs that can be included in TV sets and STBs. DVB has defined 1) broadcast signalling based on SCTE 35/104 and DSMCC stream events and 2) guidelines for requesting and returning adverts from ad decision servers.

Please note that certain manufacturers have indicated that they envisage that the use of this specification for commercial purposes to be subject to some sort of agreement between a broadcaster and a manufacturer; one could expect that, over time, there will be some intermediaries or aggregators to avoid the scalability problem that would occur if all broadcasters wishing to use this specification for advertising needed to individually make agreements with all manufacturers in their market.

The specification will be accompanied by errata to HbbTV 2.0.1/2 covering existing features that are used in targeted advertising that have been found not to work as expected in the real world.

The next step with the targeted advertising specification will be a Request for Proposals for the development of unit tests for the specification, and the publication of the specification as an ETSI Technical Standard.

We hope this information will be useful to Nordig and look forward to continued cooperation between Nordig and the HbbTV Association.

Regards

Vincent Grivet
Chairman, HbbTV