

## Session 1: HBB around Europe Project Status in France

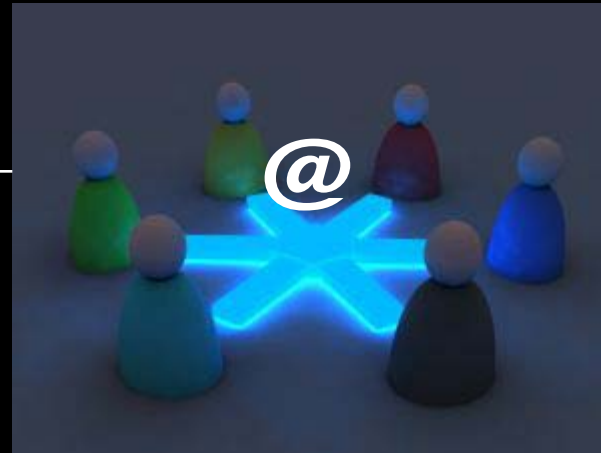


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# 2008: CE Manufacturers Announcement



All main CE Manufacturers announced that they needed agreements for Broadcasters Services on their new Connected TV on Internet !



# 2008: Questions for French Broadcasters



- Misappropriation for their Audience
- Loss of Control during TV PGM with uncontrolled overlays on the TV screen
- Risk for the AD model
- Unregulated World (Internet) vs Regulated World (Television)
- Content Fragmentation due to technologies
- Etc...

# 2008/2009: French Broadcasters decide to make a Constructive Response :



- Built together with the Industry Standard for Hybrid Connected TV, **with a Broadcast Part**, it was the H4TV project.
- We merge it with a similar project in Germany (2009)
- We decide with EBU support to create the HbbTV European Project for HBB (2009).
- Now we have this ETSI Standard since this Summer (2010) and we can use it.

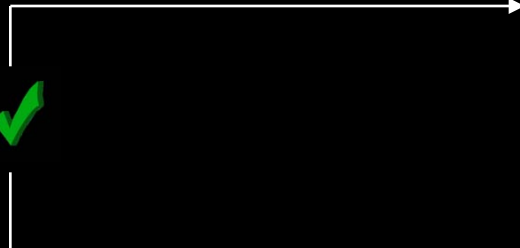
# What is the Common Interest with HbbTV for OTT strategy

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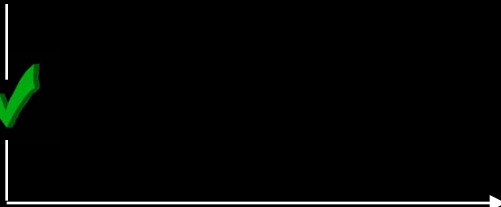
**HBB**



**MANUFACTURERS**



- They will have Broadcasters valuable contents quickly
- Very important incentive strategy with HbbTV Broadcast Notifications to connect the TV set
- They have a vision for evolution, in the European Consortium
- They have an European Market and easy for demo in « unconnected shop » (with a first level of Services), asked by distribution
- They can use HbbTV in their own Connected Portal, with or without Broadcasters



**BROADCASTERS**

- Ideal for horizontal Market, without segmentation due to Technology
- Total Control for Content on the screen when their TV Channels are selected
- Adapted for French Authority, as it is an ETSI Standard for DTT Services
- Solution for Old Teletext Replacement

Since IFA 2010: TV Manufacturers plan to launch HbbTV, in their TV receivers  
eg: Q2 2011 for LG in France (and others...)



Which Supports for HbbTV first :

- On DTT for National and Regional Networks
- On SATELLITE (Astra, Eutelsat)
- (*IP TV , we have efficient meeting with all French ISP about HbbTV*)


# 2010/2011: HbbTV French Organization



Coordination for HbbTV Launch in 2011

- Tests for Industrial HbbTV Qualification (on air) Q1/2011

A soft launch for HbbTV in Q2 2011 without any Label

- A label  (code name) in Q4 2011. One issue is to resolve with CE Manufacturers the DRM aspect for VOD services.
- Updating the agreements with french CSA authority for Private Broadcasters
- All Broadcasters (Private/Public) are working to specify interface for HbbTV in the interest for end user, and their quick experience learning.
- French Charter respect by CE Manufacturers (see next slide)



# French Broadcasters Charter for Internet Connected TV principle

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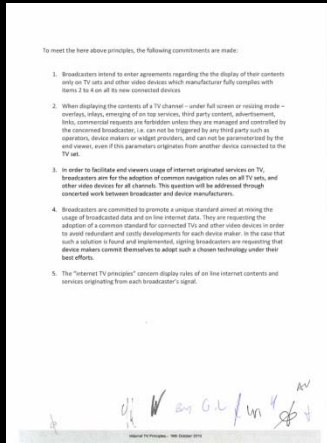
HBB

Broadcasters, who are signing up for these principles:



- Are willing to favor the development of Internet connected TV and other connected video devices for the best interest of end viewers, device makers, broadcasters and widget developers.

- Are requesting the adoption of "content integrity" principles applicable to all broadcast sources issued from signatories so that broadcasters will fully and exclusively control any content or services overlay from a source not controlled by the originating television broadcaster. TV broadcasters are indeed the only actors entitled to guarantee content compliance regarding French regulation, and the contractual obligations undertaken with the right-owners of the programs they are broadcasting.



- Are against any measure originating from a third party aimed at benefiting from TV content and audience (and especially user statistics) which would redirect viewers into other content and services without primary consent of concerned broadcasters

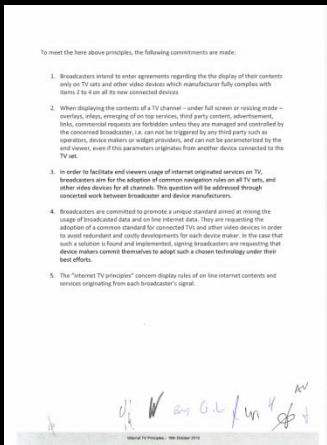
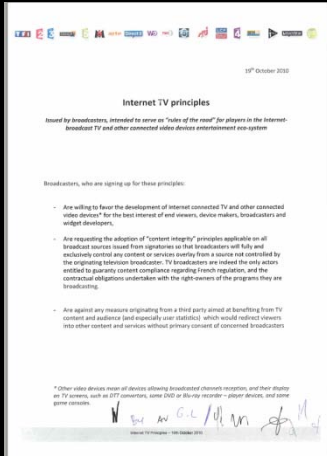
To meet the here above principles, the 5 following commitments are:

1- Broadcasters intend to enter agreements regarding the displaying from their contents only on TV sets and other video devices which manufacturer fully complies with items 2 to 4 on all its new connected devices. →



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2- When displaying the contents of a TV channel under full screen or resizing mode overlays, inlays, emerging of on top services, third party content, advertisement links, commercial requests are forbidden unless they are managed and controlled by the concerned broadcaster, i.e. can not be triggered by any third party such as operators, device makers or widget providers, and can not be parameterized by the end viewer, even if this parameters originates from another device connected to the TV set.

3- In order to facilitate end viewers usage of internet originated services on TV, broadcasters aim for the adoption of common navigation rules on all TV sets, and other video devices for all channels. This question will be addressed through concerted work between broadcaster and device manufacturers.

4- Broadcasters are committed to promote a unique standard aimed at mixing the usage of broadcasted data and on line Internet data. They are requesting the adoption of a common standard for connected TVs and other video devices in order to avoid redundant and costly developments for each device maker. In the case that such a solution is found and implemented, signing broadcasters are requesting that device makers commit themselves to adopt such a chosen technology under their best efforts.

5- The "internet TV principles" concern display rules of on line internet contents and services originating from each broadcaster's signal.

# France Télévisions HbbTV Services (proto)



TV GUIDE



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WHETHER



LIVE VOTING

# France Télévisions HbbTV Services (proto)



Synchronize Related Content



Individual Live Widget



Social Networks with HbbTV



# TF1 HbbTV Services (proto)

**NEWS LIVE****TV GUIDE****PORTAL****LIVE VOTING****Unconnected TV Info****TF1 Innovation Days**

# Conclusion for French Broadcasters

- We have a common view between Broadcasters about HBB
- We have an important International Industry Support
- We have HTML and Video Content for HBB Services
- We have experience for web content distribution
- We can reach unlimited viewers with the Broadcast way for HBB
- We can propose an « augmented experience » for TV users with HBB services

“The audience will make the success of HBB Services, and now let’s go”





**HBB**

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Thank you for your attention