

HBB – What is it?

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Brings together the mass appeal of broadcast TV
with the convenience of the Internet on a
domestic TV



HBB

- It's a catch-all phrase used to define a device with both a broadband and broadcast "tuner"
- EBU considers HBB to be a device with two tuners, and a means of interpreting signalling which would allow services to exploit the two
- Many CE devices have broadband and broadcast functionality without the linkage.
- (see the videos you saw at the start of this session)



Motivation

- The broadcast industry has talked about “interactive TV” for many years, with little success on free-to-air TV outside UK
- Only now is the “ideal” return channel of Internet becoming feasible in a domestic receiver
- Broadcasters have very successful online services – synergies between the two media are obvious



“Analogue Switch Off is coming, what are we going to do about analogue teletext?”

“Wouldn't it be great if we could bring our successful catch-up-TV* to the TV set!”

*** iPlayer accounts for 12% of ALL Internet traffic in UK**

**HBB Green Field Sites: France, Germany & Spain
Preferred system: HbbTV (<http://www.hbbtv.org>)**

“Our iTV doesn’t exploit Internet, and Catch-up TV is really popular! Can we exploit the opportunity without undermining existing iTV?”

HBB Brown Field Sites: Italy, UK
Preferred Systems:
Italy MHP
UK MHEG-5 IC (FreeviewHD)
CANVAS (BBC & others)

Digitale Receiver - Satellit

HD Receiver mit Festplatte

HUMAX TV Portal



iCord® HD+
Das Beste aus zwei Welten



Satellite
Reception

Broadband
Connectivity



Using HBB Services



