

**Press release: HbbTV Forum Nederland opts for HbbTV 1.5**

*Adopting choices made in France and Spain speeds up introduction.*

Hilversum, March 27th 2013

The HbbTV Forum Nederland, a consortium of broadcasters, suppliers, distributors, and other stakeholders, has decided to use the 1.5 version of the international HbbTV (Hybrid Broadcast Broadband TV) standard in the Netherlands. HbbTV, a new form of 'super teletext', offers a broad range of interactive television options to television viewers.

The choice made by the HbbTV Forum Nederland matches the choices made elsewhere in Europe, notably in France and Spain. This ensures that suitable television sets can be introduced sooner in the Dutch market.

HbbTV is a new form of 'super teletext' that allows broadcasters to innovate their services by linking interactivity to the television channel. An HbbTV device that is connected to the Internet can show additional information provided by the broadcaster, including program-related apps, background information, and video. Other options are 'now and next' information, switching to other relevant programs via HbbTV, and interactive applications such as 'delayed viewing'. HbbTV services can be activated with the red button on the remote control of television sets that support the HbbTV standard. Version 1.5 of the international HbbTV standard supports 'adaptive streaming' of video, a modern way to send video to devices while guaranteeing the best possible image quality for the viewer.

Egon Verharen, Manager R&D, NPO: "NPO sees HbbTV as the uniform way to guide the audience through its range of offerings on connected television sets, to give additional channel and program information, and to enhance user involvement by providing interactive options and accessibility services."

Edwin Valent, Creative Director, SBS Broadcasting: "The HbbTV standard is a perfect fit with the philosophy of our Full Media Format strategy: to ensure that our content is offered and that interaction takes place where, when, and on whichever device our user wants."

Arno Otto, Managing Director, Digital Media RTL Nederland: "RTL Nederland strives for an open distribution of content: to be present where the consumer is. The HbbTV standard for smart TV encourages that development. It contributes to the ability to distribute our content faster and wider across multiple devices."

Please turn over.

### **About HbbTV**

HbbTV is a new service that connects the television signal to the Internet and that enables viewers to call up all kinds of additional information for television programming. HbbTV is already available in the Netherlands on DVB-T (digital television), satellite, and at smaller cable operators. Furthermore, the service is already being offered in a number of European countries, such as Germany, France, Switzerland, Poland, and the Czech Republic, and is in preparation in a large number of other European countries. The Hybrid Broadcast Broadband TV (HbbTV) industry specification defines an open and neutral technology platform, which offers a seamless combination of broadcast services and interactive content supplied over the Internet. HbbTV services can be consumed on suitable television sets and set-top boxes connected to the Internet. The HbbTV specifications are based on broadly accepted industry standards and web technology. They are published by the HbbTV consortium, a European initiative which currently enjoys a worldwide participation; please refer to [www.hbbtv.org](http://www.hbbtv.org).

### **About the HbbTV Forum Nederland**

The HbbTV Forum Nederland establishes agreements about the use of HbbTV in the Dutch market, in order to achieve interoperability between televisions and services in that market. This mainly concerns coordination on which version of the international standard to use as well as how to deal with content protection. The HbbTV Forum Nederland has the following participants: 24i Media, CAIW Diensten, Divitel, Dolby Laboratories, Inc., Hoek & Sonéponse, KPN, LG Electronics, NPO, Parkpost, People's Playground, Stichting ROOS, RTL Nederland, SBS Broadcasting, SES, SONY, Stichting Kijkonderzoek, TNO, TP Vision, and United. The Forum is coordinated by iMMovator, with TNO providing technical support.

### **END PRESS RELEASE**

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