HbbTV from an ISP perspective

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Why ISPs shouldn't be neglected

- **Operators are building the infrastructures for tomorrow's distribution of content:**
  - ▸ **They will be a central player between the content provider and the TV set**
  - ▸ **QoS has a cost**
  - ▸ **ISPs already have a billing relationship with the customers**

- **IPTV players have already distributed millions of STBs at home:**
  - ▸ **STBs are upgradable in the field**
  - ▸ **Most STBs have a DTT tuner**
  - ▸ **At day one, installed park for HbbTV can be larger than expected and provide sufficient weight**

HbbTV in the IPTV world

- **Operators already have ad-hoc middleware solutions:**
  - ‣ **Various HTML-based (ANT, proprietary...), Flash**
  - ‣ **Full proprietary**
  - ‣ **Custom applications are royalty-free: operators won't abandon them for standards with per-box royalties**

- **HbbTV can still be useful in three situations:**
  - ‣ **IPTV STBs with DTT tuner**
  - ‣ **Dynamic pop-ups attached to content**
  - ‣ **Common, standardized middleware**

- **Freebox has backed "H4TV" from the very beginning**
  - ‣ **Merging European projects into HbbTV is a good thing**
  - ‣ **Withdrawn support since IPRs and royalties are unclear**
  - ‣ **STBs are part of the acquisition cost**

Royalties are so '90s

freebox

- **Royalty issues have killed DVB-MHP**

- **HbbTV isn't a disruptive technology innovation**
  - ▸ **For IPTV it is merely a standardized HTML browser profile**
  - ▸ **Broadcast extension adds well-known DVB object carousel**
  - ▸ **Similar-looking technologies (MHEG) are royalty-free**

- **There are other ways to earn money with HbbTV:**
  - ▸ **Selling HbbTV software stacks**
  - ▸ **Validation and testing**
  - ▸ **Consulting**
  - ▸ **Authoring software**
  - ▸ **Embedders**
  - ▸ **Value-added contents**

IPR issues are unclear

- **OpenTV and Philips have made a commitment to content providers: no use-fees for broadcasters**
  - ▶ **Required by broadcasters**
  - ▶ **No use-fees for manufacturers also recommended by HD Forum**

- **No IPR calls during informal discussions**

- **The IPR issue is the main challenge for ETSI**

> ⟶ **HbbTV can be an open, widely-used standard for interactivity**
>
> ⟶ **IPR issues might make us miss this historical window of opportunity**