



by
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HbbTV

- Hybrid Broadcast Broadband Television
- Pan European Standard
- Specifications will approved by ETSI
- Application may be launched from either Broadcast Signalling or XAIT(manual) Signalling
- Data may be comes from either Carousel or Internet
- Covered basic FTA functionality and extensions like 7-days EPG, PVR, DRM, CA etc..

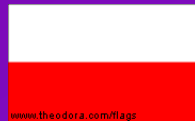
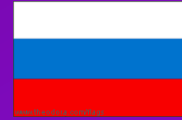
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- Application authoring is easier than MHP, MHEG5 or other interactive applications
- Having an essential knowledge in HTML/JS for application development
- CE-HTML is an additional standard used for consumer electronics application
- Browser is a sand-box environment so applications are more safe to run

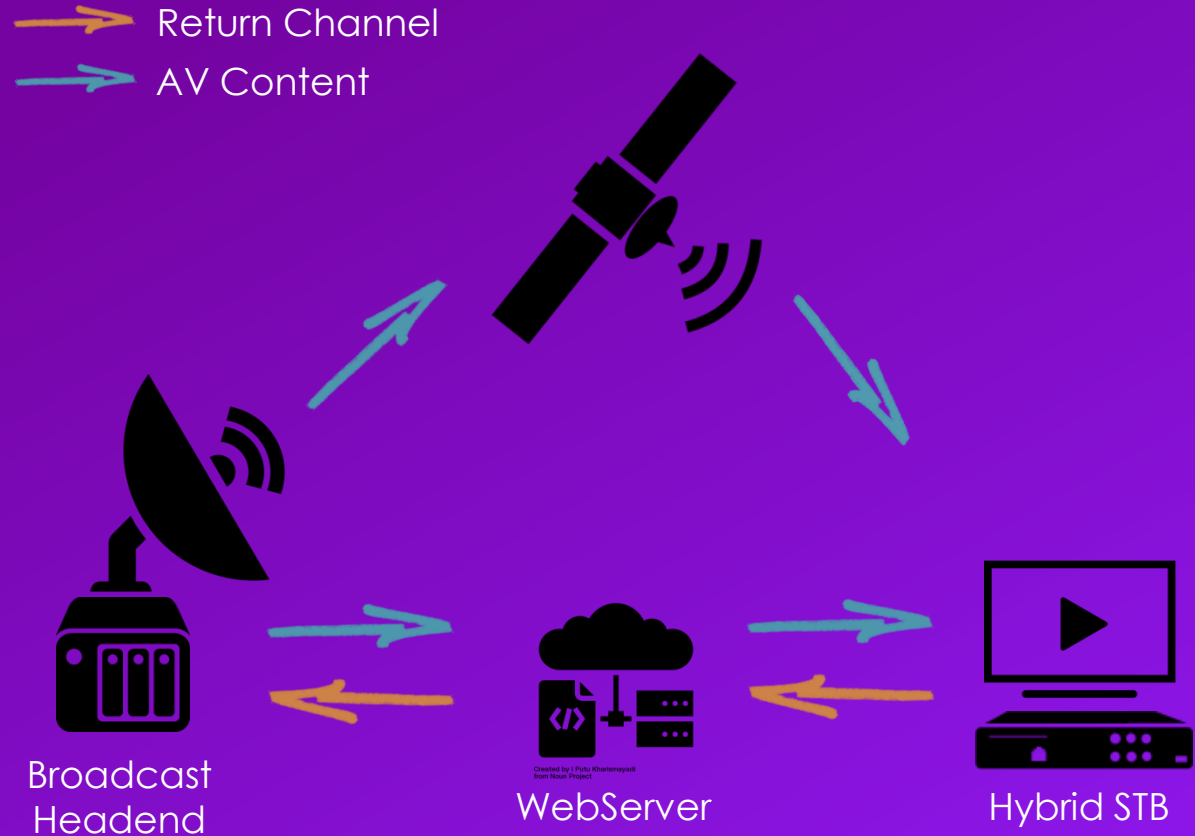
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- DRM playback also supported
- Application can control/access the DVB functionality over OIPF extensions
- Startup applications are known as Red-Button apps
- Digital Text are more interactive than Traditional/Standard Teletext application

Where it is



How it works



HbbTV/1.0

- Playback of broadcast and IP-streamed media
- Download media to persistent local storage
- Access to channel list and now/next EPG data
- Broadcast-related and broadcast-independent applications

HbbTV/1.5

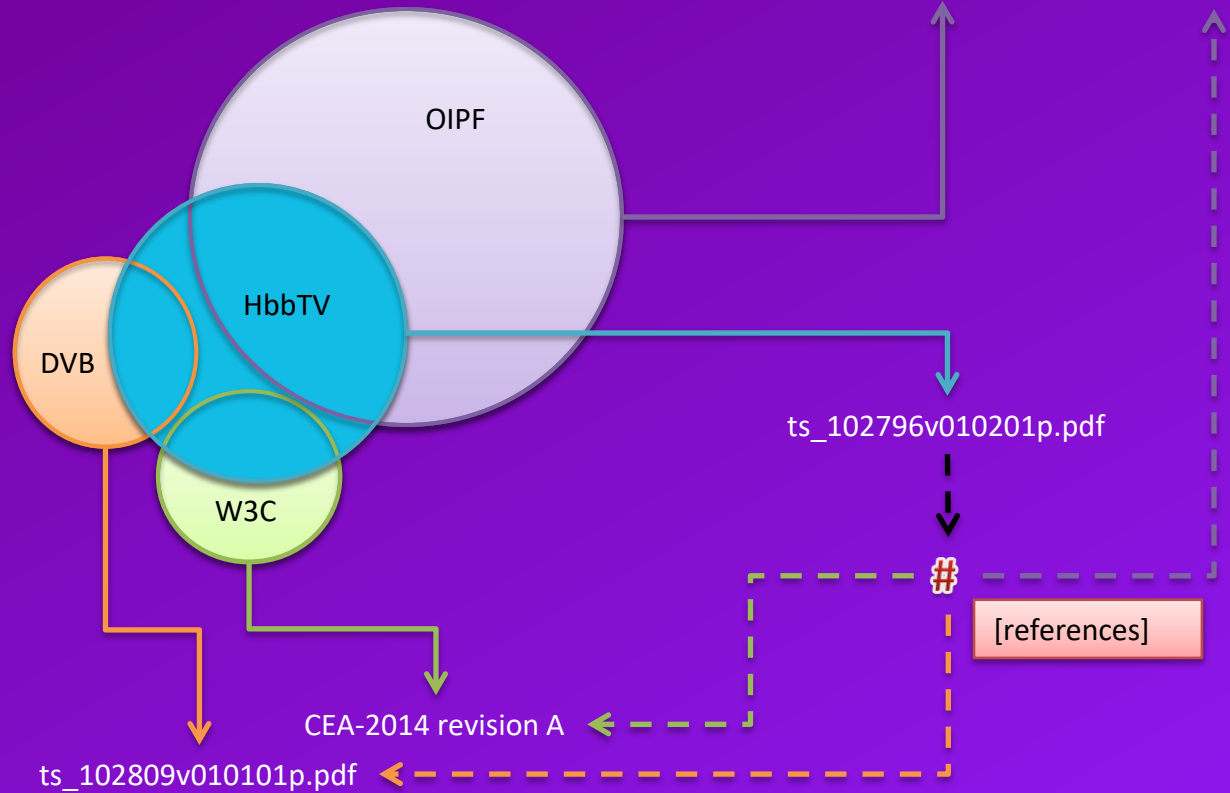
- EIT-Schedule access
- MPEG DASH
- DRM APIs (No specific DRM solution mandated by HbbTV, but one may be mandated for specific markets by trademark license holders)

HbbTV/2.0

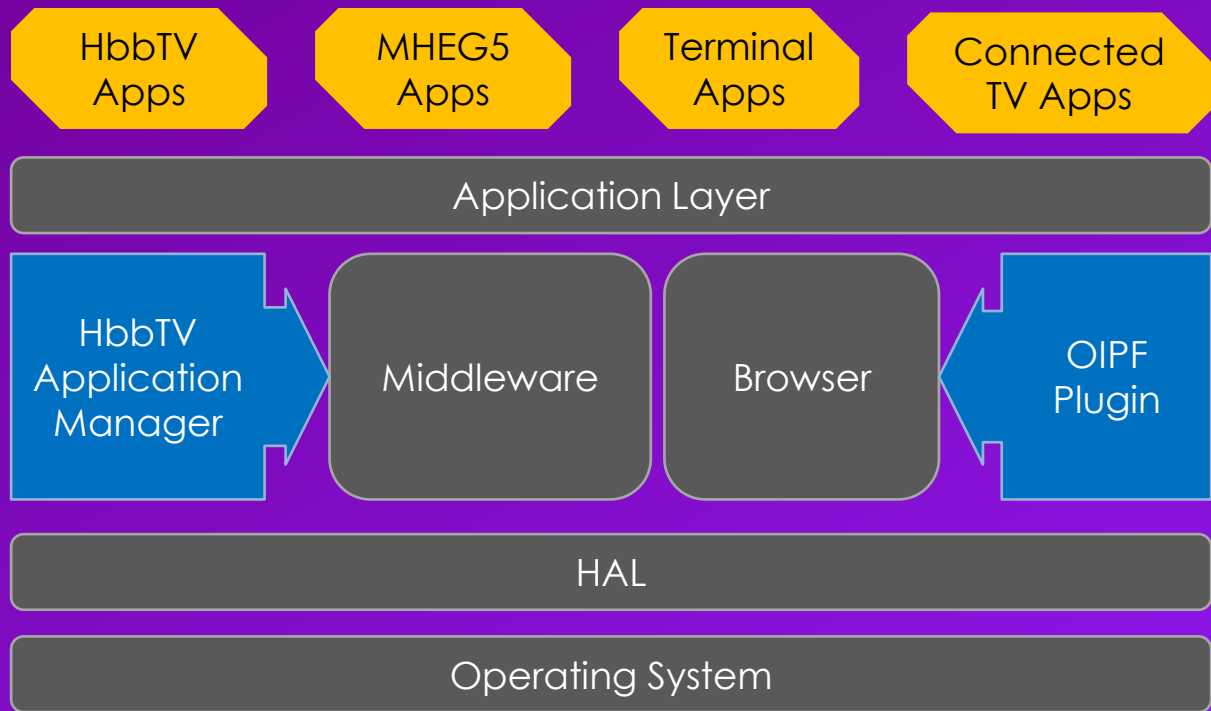
- Improved support for HTML5.
- Companion screen app launching and synchronization.
- Push VOD support.
- Improved support for ad insertion.
- Improved synchronization between media and applications.
- Support for HEVC video.
- Improved support for MPEG DASH.

Specifications

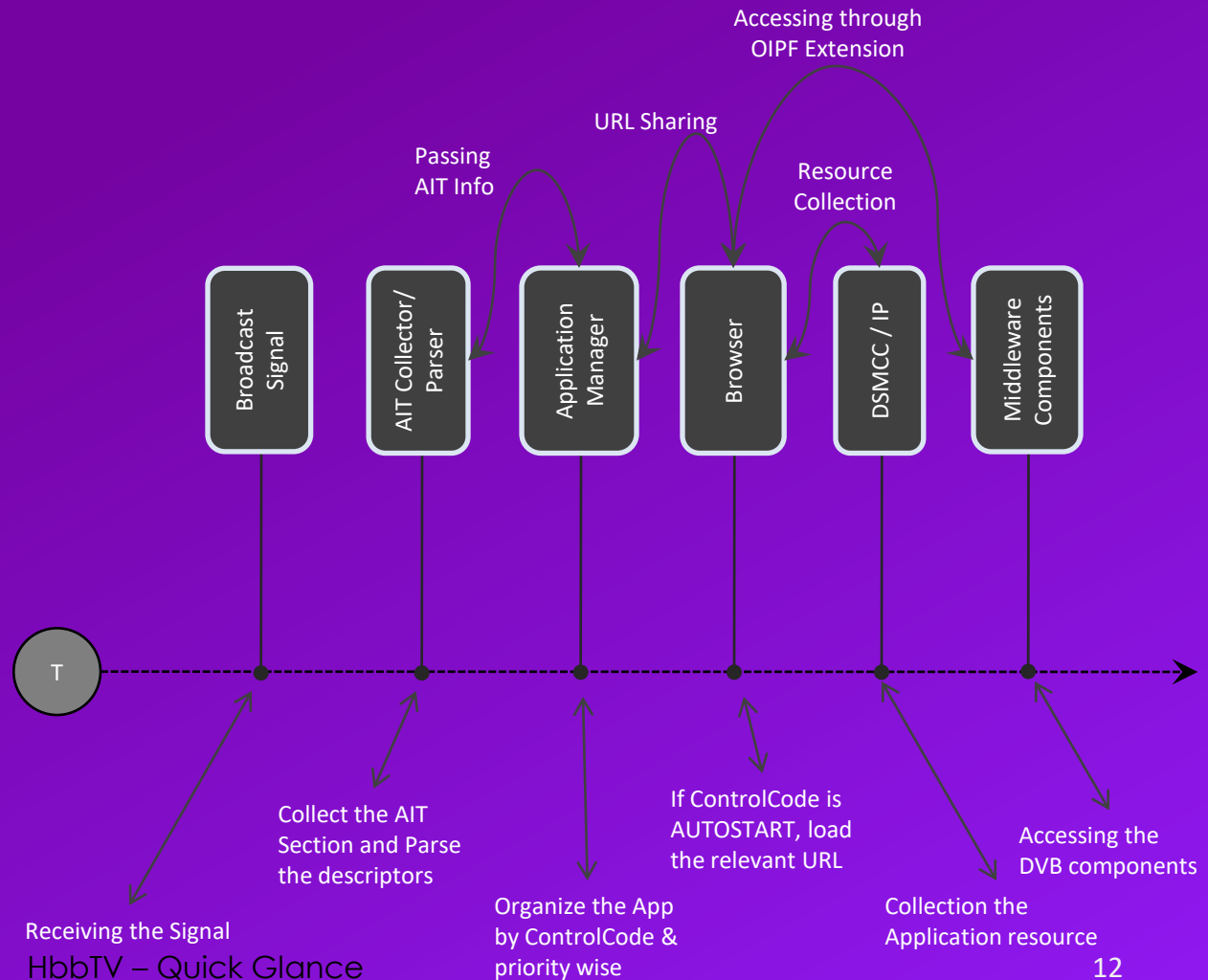
OIPF-T1-R2-Specification-Volume-5-Declarative-Application-Environment-v2_3-2014-01-24.pdf



System Overview



How RedButton starts



Thank You !!!

Please write your suggestions or queries to
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