

HbbTV Database

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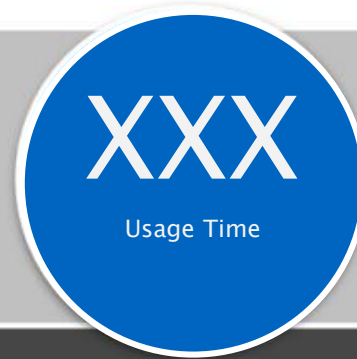


» **What?**

- » HbbTV-Database Project to collect HbbTV related worldwide Market-data.

» **Why?**

- » Use these data as a promotion and information sharing tool for the HbbTV community (Broadcaster, Manufacturers, Service Providers and potential new HbbTV members).
- » thus increase the adoption and the usage of the HbbTV standard.



» **For Whom?**

- » Data will be publicly available on the HbbTV-Website

» **How?**

- » “Call for Information” will be issued shortly
- » Collect freely available data on the market
- » Anonymize data as much as possible
- » Looking for volunteers per country / region



» **Which Data?**

- » General HbbTV Market Data per country (Broadcasters / Service Providers / Networks, # of devices/ [services](#) / applications...)
- » HbbTV specific information (version, DRM in use...)
- » Service usage information (Red Button click rate, usage time...)
- » Any other information (Advertisement revenues, Shopping information...)

» **...and finally: When?**

- » Q1 2016 first results

- » *...and very finally: How can I contribute?*
 - » Please contact heinrich.haase@htbc.de and receive more details

Your cooperation and input is very much appreciated, thanks 😊!

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