

Call-for-Speakers

For the 9th HbbTV Symposium and Awards

Paris - 25th and 26th November 2021

If you would like to speak at the 9th HbbTV Symposium and Awards 2021 in Paris you are welcome to send us an outline of your proposed presentation through this [online form](#). Please provide the title, an abstract (max. 200 words), a speaker's biography (max. 150 words) and a speaker's photo by July 15, 2021.

We welcome speakers on the following listed topics, from the point of view of the user experience, the interactive services and their content and the business opportunities opened up through the use of HbbTV technology, particularly when supported by case studies of live services. Submission of additional topics will also be considered.

- Reviews of new and existing HbbTV deployments in different markets and countries
- Using hybrid broadcast and broadband to improve television for viewers from the perspectives of:
 - Consumers and/or consumer organisations
 - TV and other device manufacturers (e.g. supporting multiscreen services, companion/second screen)
 - Operators and Service Providers
 - Broadcasters (both public service and commercial)
 - National government and/or EU administration and regulation
- Advertising and other means of monetising the hybrid broadcast and broadband approach to television (e.g. addressable TV ads)
 - Targeted Advertising (TA): Broadcast ad substitution
 - Client side and server side substitution
 - Watermarking-based substitution
 - Targeted Advertising: implementations, use case examples, experiences, future developments, challenges
 - Benefits of standards-based TA (opposed to proprietary solutions)
- HbbTV Operator Application (HbbTV OpApp)
 - Explanation, implementations, best practices, specification updates,
- Experiences in promoting and marketing HbbTV
 - From a technology perspective
 - From a Business Development perspective
- GDPR & ePrivacy – experiences in an HbbTV-enabled world
 - Audience measurements, viewer behavior and other in GDPR compliancy
- Content Media Security, rights management and content protection in hybrid TV services.

- HbbTV best practices:
 - OTT, on demand/catch-up streaming services
 - Companion screen applications
 - Voice-Control with HbbTV
 - 360° VR – increase viewer engagement
 - Experiences with Operator Application
 - Content discovery services
 - Accessibility (Spoken subtitles, Audio descriptions, Sign language)
- Delivering advanced viewing experiences including:
 - Ultra-High Definition
 - High-Dynamic Range
 - Next Generation Audio
 - Virtual Reality / Augmented Reality / AI
- Cutting edge innovations and technology in the deployment of HbbTV-enabled services and devices
- Tools and techniques for developing and testing HbbTV applications and services
- HbbTV and other standards – DVB, ATSC 3.0, etc. – What can we learn from one another and how can we work together effectively? A few examples can be:
 - 3GPP 5G Technology/5G Broadcast
 - DVB-I: role/involvement of HbbTV, new specifications
 - IP-Broadcasting
 - ATSC 3.0 watermarking
- Update from US market, e.g. inspiration for European market: ATSC 3 datacast applications, new applications, trends (local news, education)
- Inside HbbTV: how the organisation works, Working Groups, Task Forces, participation, involvement, benefits of membership
- HbbTV Conformance Regimes: why it is needed, country best practices, implementation, stakeholder education
- Key TV and OTT market trends and future directions
- Lessons learned by service providers in deploying HbbTV services and doing business with HbbTV. What could be improved?