



# 8th HbbTV Symposium and Awards

21st – 22nd November 2019  
Athens

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## What is ERT in terms of services and content distribution

1. 5 channels (4 DTT domestic and one Satellite), live streaming and VoD
2. Twenty seven radio stations, live streaming and podcasts
3. At least 20 web sites
4. Apps for iOS & Android
5. Hybrid TV services since Dec 2017, ERTPLAY's OTT channels
6. Innovative commercial Breaks

## The challenge and the difficulties to deploy HbbTV services

- The Greek market it was not ready for this new challenge
- The TV brands where not ready to adopt the new hybrid services of ERT& a lot of effort to convince them
- The service is new and the market only a couple of months started to look on it seriously from media shops and consumers

## Current status of TV manufactures penetration in Greece

- Samsung Tizen 2016+
- LG WebOS 1.0 2014+
- Panasonic 2015+
- Vestel 2016+
- Sony 2015+
- At least 20 different TV Brands
- Almost any new TV set sold in the Greek market is HbbTV ready

## ERT HbbTV strategy since launched in 2017 Dec (1)

- 7+ (Catch Up TV)
- VoD (Thematic Categories at least 12)
- EPG (Channels)
- Search Services
- Radio Stations (27 live)
- F1-Multicam View (On Board Channel, Driver Tracker, Pit Lane Channel, Data Channel)
- 360 Degree's VoD

## ERT HbbTV strategy since launched in 2017 Dec (2)

- ERTPLAY's Thematic OTT Channels
- Weather App
- Archive Footage
- Ad-Hoc Apps for Events like:
  - Winter Olympic Games,
  - FIFA 2018,
  - WorldCup Basket 2019 ...



## ERT HbbTV Addressable TV Commercial services

- During FIFA 2018 ERT was awarded by iab for the first innovative advertising message launched in premium screens (L-Banner) in Greek market
- ERT TV and Fraunhofer Inst. launches interactive 360° Videos of FIFA Worldcup using FOKUS Video Playout for first time in premium screens

[https://www.fokus.fraunhofer.de/en/fokus/news/360-Degree-Video-Fifa\\_2018\\_07](https://www.fokus.fraunhofer.de/en/fokus/news/360-Degree-Video-Fifa_2018_07)

## ERT HbbTV Addressable TV Commercial services

- Today ERT has the infrastructure to offer advertising messages like L-Banners, landing pages, ad-hoc red buttons, animated video apps ..
- In 2020 using the SCTE-104, SCTE-35 signaling we are going to release commercial messages based on DAI, programmatic ...



## ERT app statistics

Today's HbbTV Services Penetration in the Greek Market

- Approximately 800K HbbTV registered TV's
- Average VoD per month 150-200K
- Average page unique visits per month 200k
- Average page views per month 2.000k

## ERT HbbTV next steps for the near future

- Version 1.5 because it will have large market share and more features
- Use of MPEG-DASH video
- Multi cam choices in sports and 360 degree videos produced by ERT
- Companion screen
- Stand alone service if
- New ways to activate the service (except for the red button)

**THE LAST EMPEROR**

**Ο ΤΕΛΕΥΤΑΙΟΣ ΑΥΤΟΚΡΑΤΟΡΑΣ**

Διάρκεια 02:37:46  
 Επικό βιογραφικό, ιστορικό δράμα,  
 συμπαραγωγής Αγγλίας-Ιταλίας-Κίνας-Γαλλίας  
 1987. ...  
*Διαθέσιμη μέχρι 27/11/2019*

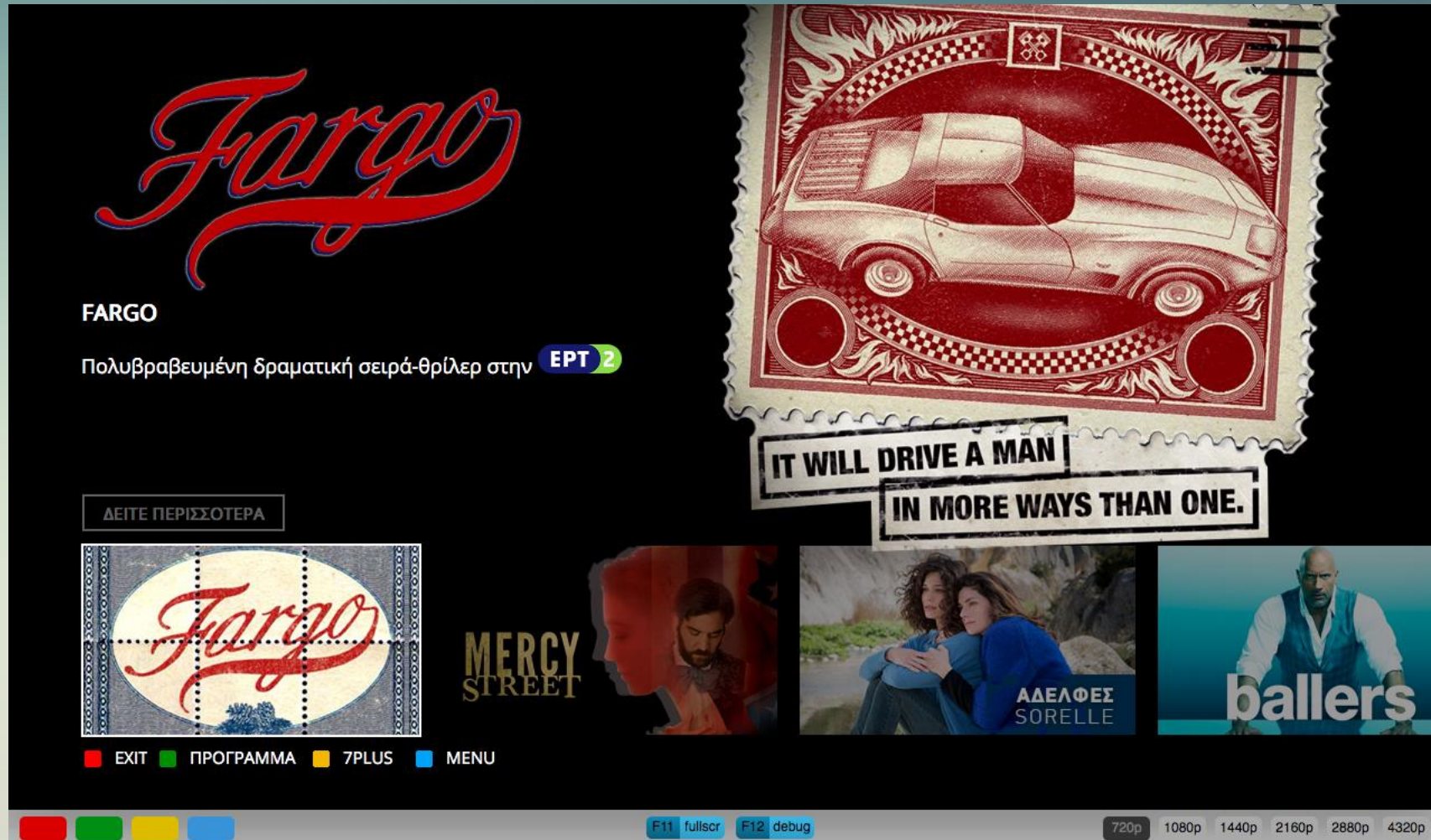
ΔΕΙΤΕ ΠΕΡΙΣΣΟΤΕΡΑ

EXIT
ΠΡΟΓΡΑΜΜΑ
7PLUS
MENU

F11 fullscr
F12 debug
720p
1080p
1440p
2160p
2880p
4320p



The Seiries App



The Archive App

## Αρχείο - Αφιερώματα

### Μίνως Βολανάκης – 15 Νοεμβρίου 1999

Αφιέρωμα σε δύο μέρη από την εκπομπή ΠΑΡΑΣΚΗΝΙΟ στον σπουδαίο θεατρικό σκηνοθέτη Μίνω Βολανάκη, το έργο, τη φιλοσοφία και την κληρονομιά στο ελληνικό θέατρο

ΔΕΙΤΕ ΠΕΡΙΣΣΟΤΕΡΑ

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Παρασκευή, 15/11-17:14

# Thank you!