

HbbTV: The Future of Hybrid Broadcasting

Modernize your broadcast operations by delivering the power of internet-driven TV through the familiar EPG interface.

Hybrid Broadcast Broadband TV (HbbTV) is a global standard that turns your EPG into a regional app store. Unlike global platforms, HbbTV allows operators to launch apps tailored to specific countries directly via terrestrial or satellite channels. Viewers simply select a familiar channel number to launch a full-featured Smart TV experience.



Key Benefits & Features

- **EPG Entrance Door:** Capture massive DVB-T/S audiences via the channel numbers they already know and trust.
- **Massive Cost Savings:** Slash satellite and terrestrial bandwidth overheads. Shift expensive 4K Ultra HD delivery from DVB spectrum to cost-effective IP.
- **Advanced Monetization:** Unlock Targeted Advertising (DAI), PPV, Subscriptions, and TV Shopping via a user-friendly interactive UI.
- **Modern Viewer Tools:** Provide Live Rewind, Catch-up TV, and VOD through a simple HbbTV launcher script.
- **Turnkey Solution:** Get a custom-branded service out of the box, including EPG uplink configuration and channel provisioning.

How we can help?

While many broadcasters have embraced OTT, the strategic opportunity to capture the traditional DVB audience through HbbTV is often overlooked. Perception Cloudworks bridges this gap, making the transition between linear broadcast and digital services entirely seamless.

Interested in learning more?

Contact us and we will provide the best solution that will work for you. info@perceptiontv.com