

# Addressable TV Initiative open to all broadcasters

About Julian Clover



The [Addressable TV Initiative](#), the joint venture between RTL Deutschland and Seven.One Entertainment Group, is inviting other European broadcasters to participate in the scheme.

Addressing delegates at the 10th HbbTV Symposium and Awards 2022 in Prague, Andre Prah, Co-MD Addressable TV Initiative GmbH, described HbbTV as the “Kickstarter to build up addressable TV reach”. He said there was a need to make Addressable TV future ready through “open and functional“ standards such as HbbTV-TA & ADB2.

RTL Deutschland and Seven.One Entertainment Group, a subsidiary of German media company ProSiebenSat.1, have recently received [regulatory approval](#) for their venture.

Prah told delegates it was “absolutely no secret“ that addressable TV was of the utmost importance to advertising amid a spell where “broadcasters have not benefited at all” from the growth of digital advertising.

Prah called for the establishment of technical guidelines and reference apps. A licensing package

would then be created that would allow broadcasters to leverage their own Addressable TV technology.



Julian Clover is a Media and Technology journalist based in Cambridge, UK. He works in online and printed media. Julian is also a voice on local radio. You can talk to Julian on X [@julianclover](#), or by email at [jclover@broadbandtvnews.com](mailto:jclover@broadbandtvnews.com).