



July 11, 2024

Happy to announce first TV certification by ATVI !

Today, ATVI is proud to announce that it successfully completed the certification of a whole TV model range from TP Vision (sold across Europe under the Philips brand), which are now the first TV sets ever certified by ATVI.

This certification achieved thanks to the professional and collaborative efforts of many partners (TP Vision, MediaTek, iWedia) is a major milestone for ATVI as we launched our operations, including the development of our Validation Tool used for the certification 16 months ago.

More will come, as ATVI has now several tens of TV platforms in its radar screen!

Reminder: ATVI certification is assessing the compliance of TV sets with the HbbTV-TA specification, the reference specification in Europe to operate Targeted Advertising (i.e. Dynamic Ad Substitution -DAS) in linear broadcast TV.