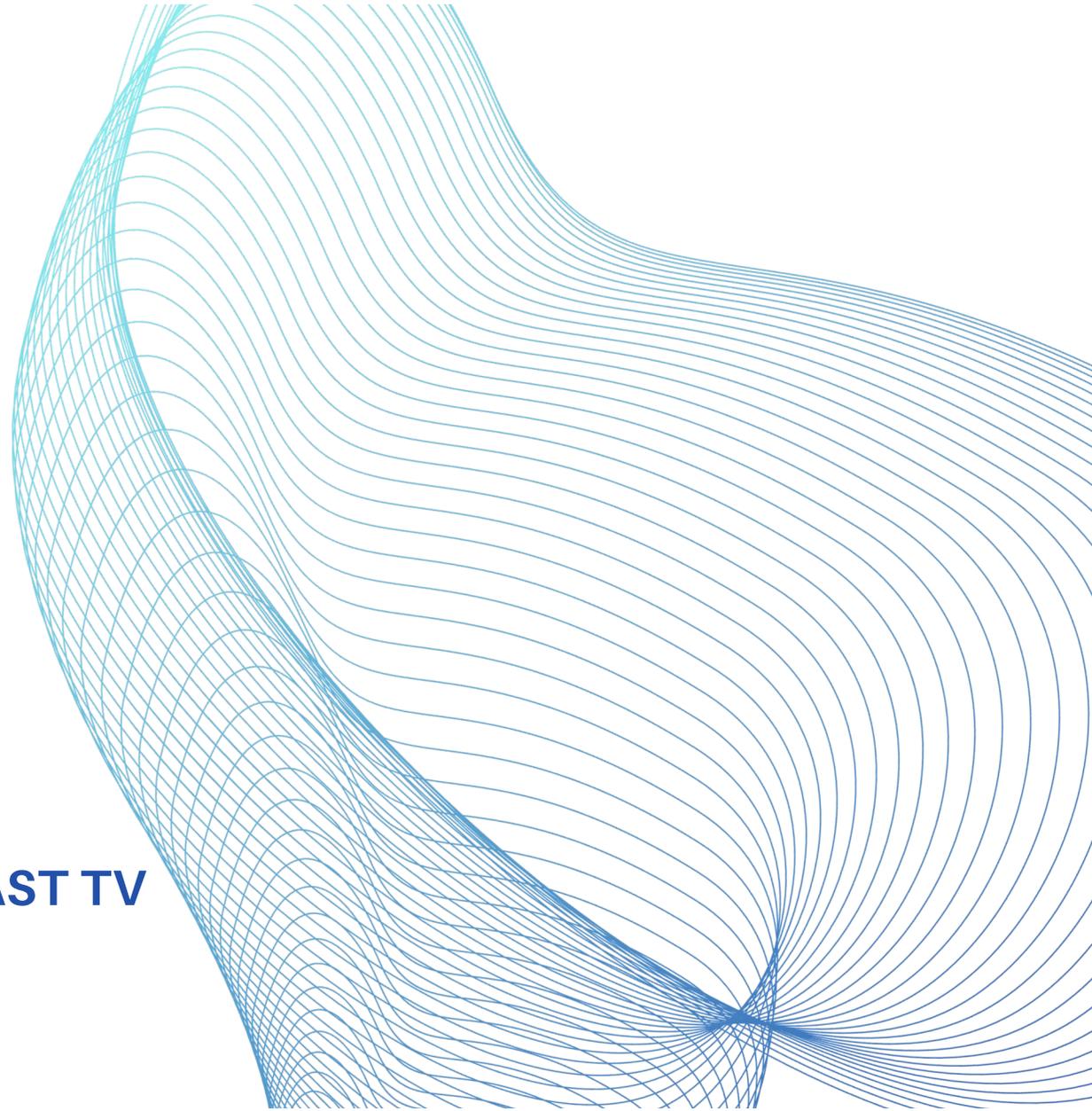


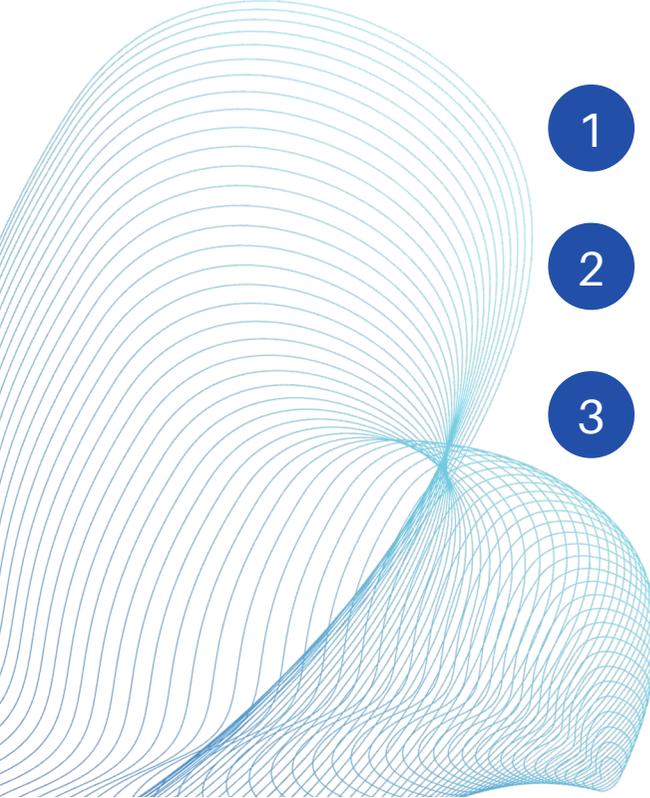


Addressable
TV Initiative

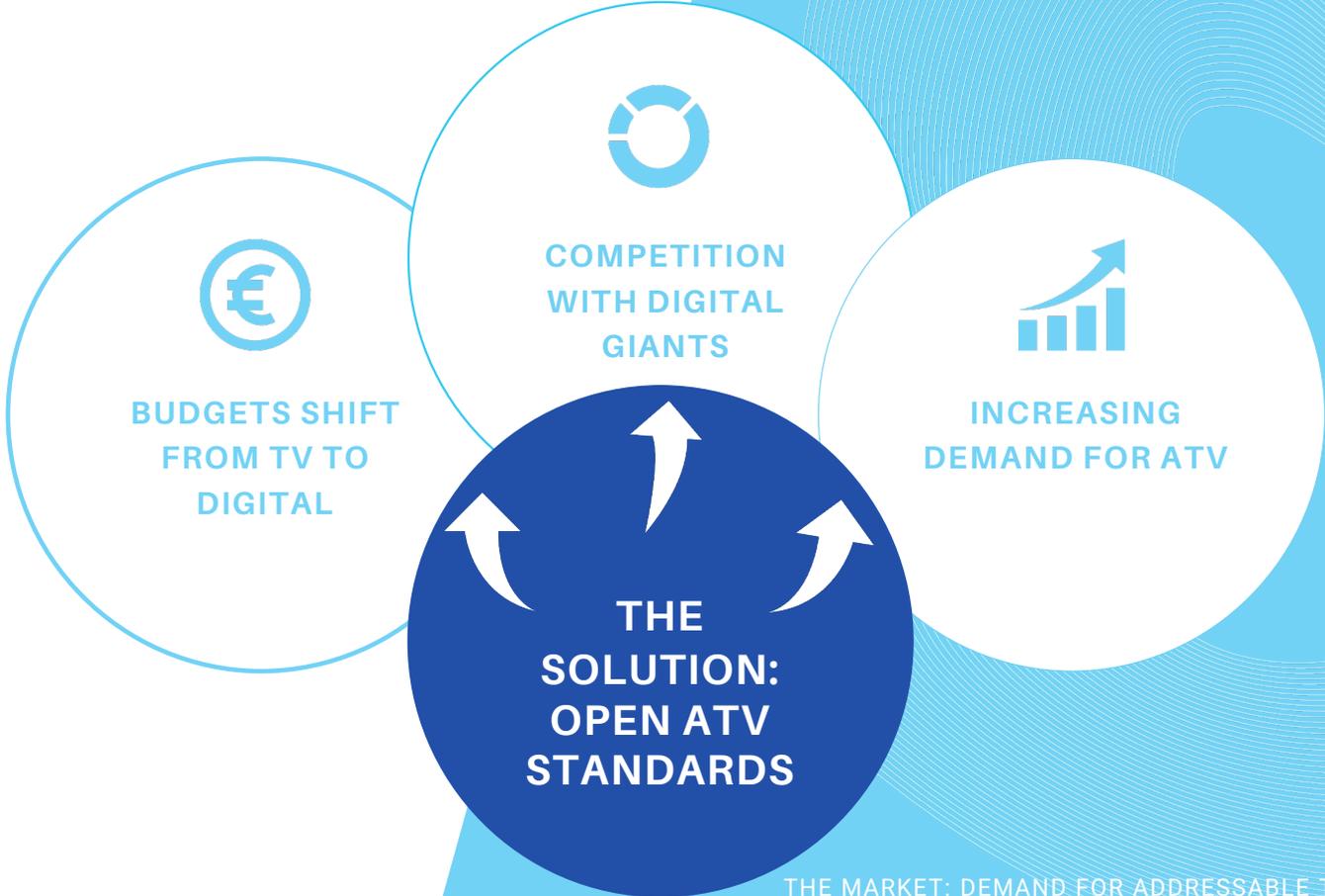
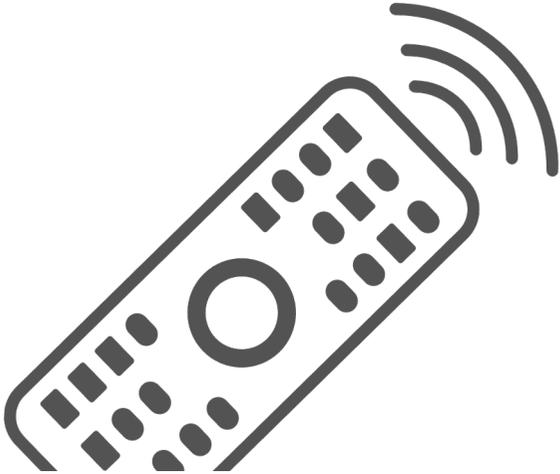
HOW HBBTV-TA CAN OPEN A NEW FRONTIER IN BROADCAST TV



CONTENT

- 
- A large, abstract graphic on the left side of the slide, composed of many thin, light blue lines that form a series of overlapping, curved shapes, resembling a stylized wave or a modern architectural structure.
- 1 THE MARKET: DEMAND FOR ADDRESSABLE TV
 - 2 HBBTV-TA: THE MISSING PIECE
 - 3 ATVI: BUILDING REACH FOR HBBTV-TA

BROADCASTERS ARE CHALLENGED BY TRANSFORMATION AND DIGITIZATION



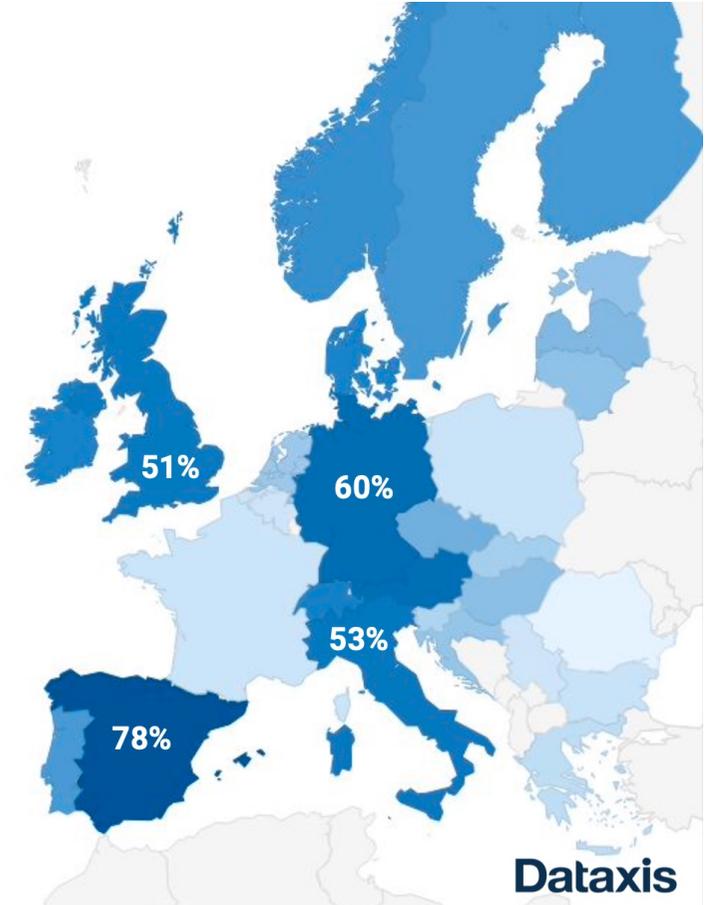
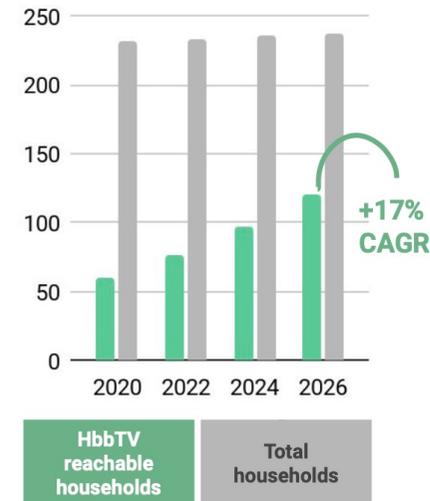
THE MARKET: DEMAND FOR ADDRESSABLE TV

HBBTV HAS A LARGE AND GROWING REACH IN EUROPE

**Proportion of HbbTV
reachable households**
2024 forecasts

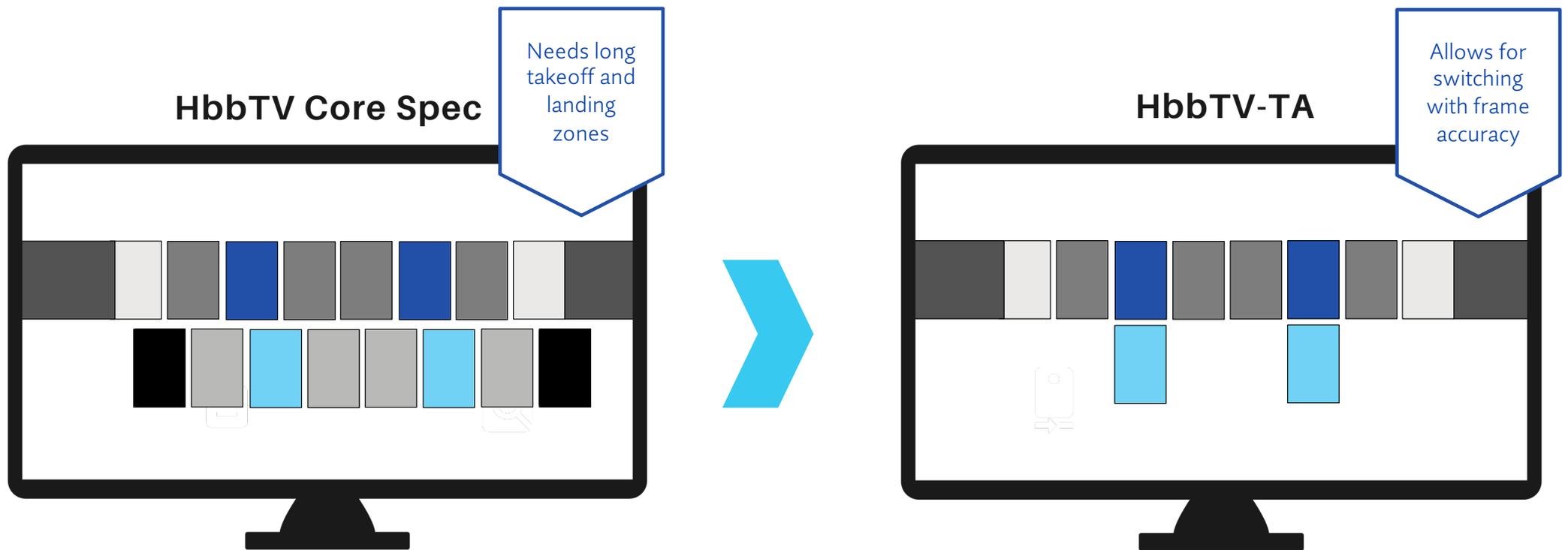


HbbTV reachable households
In Europe (same as map scope)



THE MARKET: DEMAND FOR ADDRESSABLE TV

(ONLY) HBBTV-TA ALLOWS SUBSTITUTING ADS WITH BROADCAST QUALITY



HbbTV Core Spec: the Kickstarter for Addressable TV

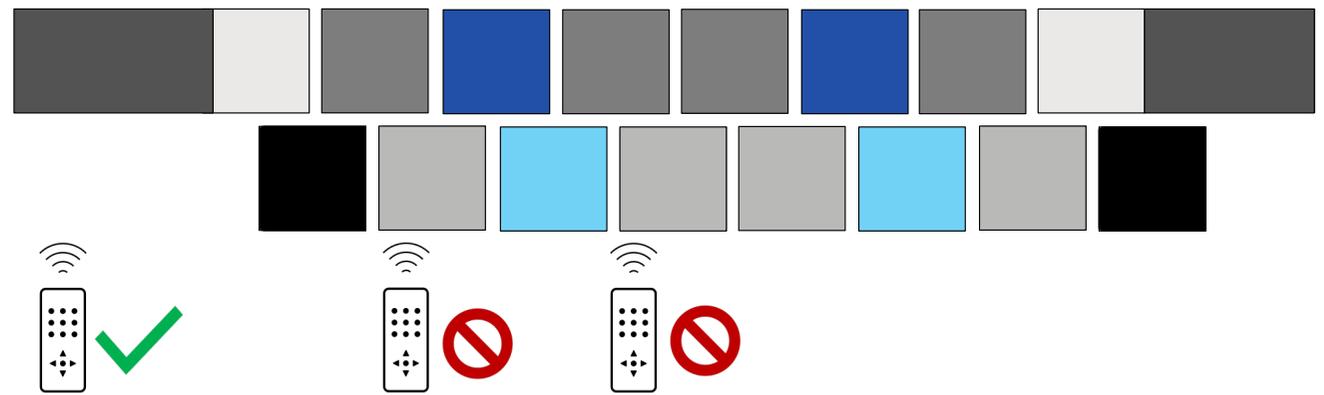
HbbTV-TA: mastering Dynamic Ad Substitution (DAS)

HBBTV-TA: THE MISSING PIECE

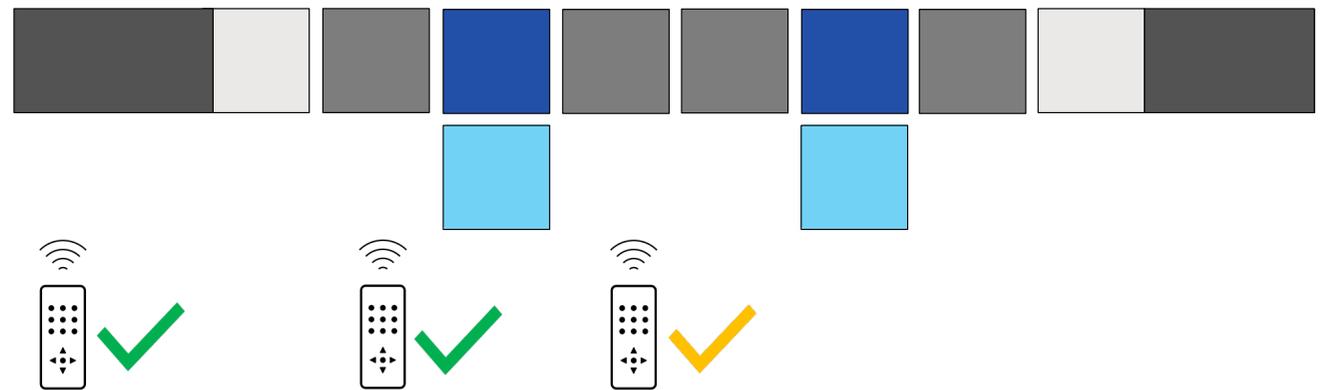


HBBTV-TA EFFECTIVELY ALLOWS INCREASING THE NUMBER OF CONTACTS

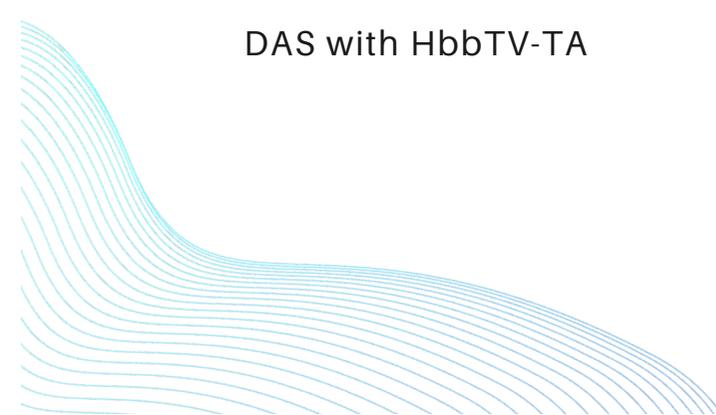
DAS with HbbTV Core Spec



DAS with HbbTV-TA



HBBTV-TA: THE MISSING PIECE



CHALLENGES IN BUILDING A SUSTAINABLE AND RELIABLE REACH



Device compliance is a classical issue in the ecosystem



HbbTV-TA has demanding performance requirements



There are hundreds of new TV models every year



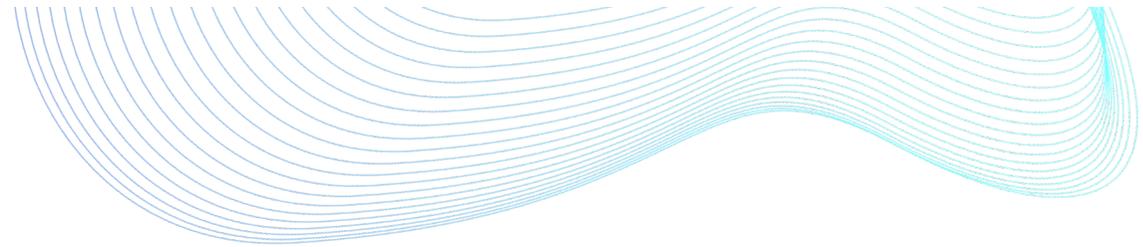
Knowing which devices “really work” requires testing

OUR VISION

*ATVI wants to bring **certainty and security** for **Addressable TV** in linear to Broadcasters by creating a **harmonized reach based on open standards**.*

*ATVI makes the **HbbTV-TA** opportunity become real !*

WHAT ATVI DOES



WE TEST AND CERTIFY DEVICES

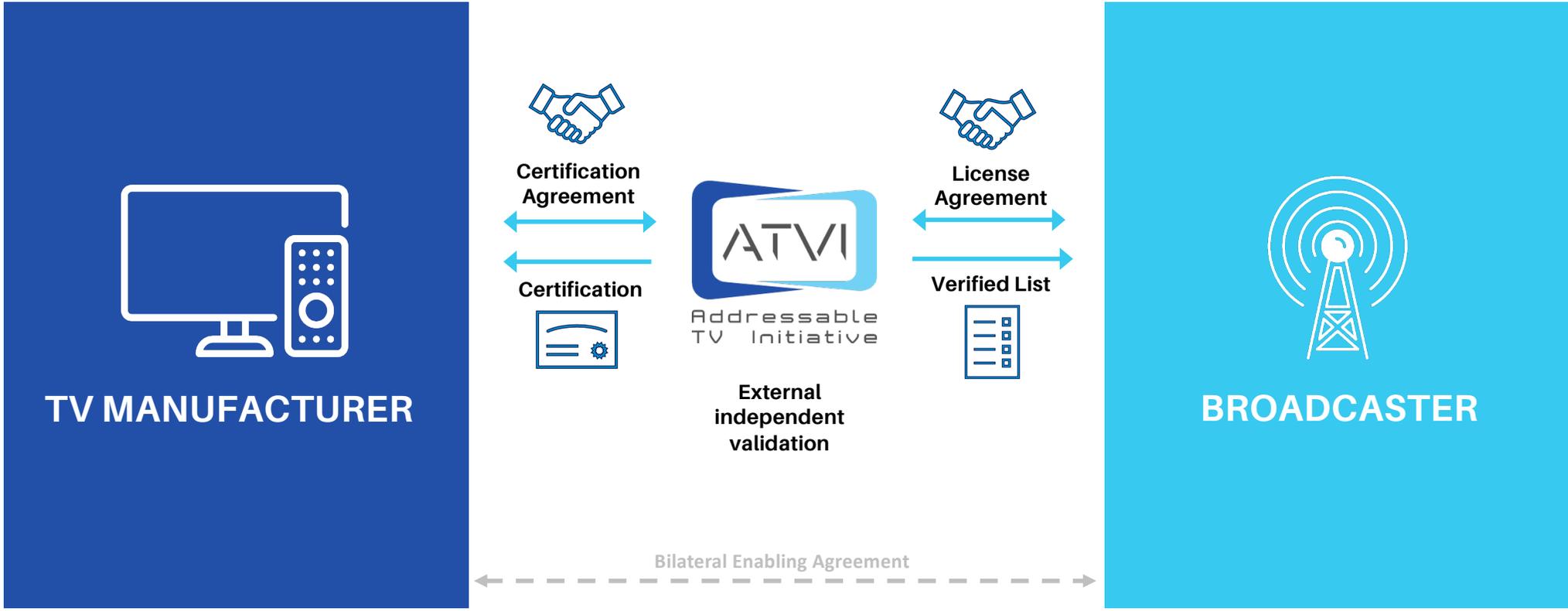
ATVI facilitates for the harmonized implementation of HbbTV-TA (and DVB-TA) by testing and certifying TV devices with its own Validation Tool (incl. reference app).



WE PROVIDE THE ATVI VERIFIED LIST TO LICENSED BROADCASTERS

Successfully certified devices are then put on the ATVI Verified List which is exclusively provided to Licensed Broadcasters.

MUTUAL BENEFITS PROVIDED BY A SUSTAINABLE ECOSYSTEM



ATVI IS NOW FULLY OPERATIONAL

First devices have been ATVI-certified in 2024 and are on sale in mass market retail across Europe.



Pan-European Initiative:

Serving all broadcasters and TV manufacturers operating in Europe

EU approved company:

Headquarter is based in Frankfurt, Germany

Strong backup by initial shareholders:

Joint Venture of two powerful German media companies



ATVI: BUILDING REACH FOR HBBTV-TA

THE LICENSE PACKAGE FOR BROADCASTERS AT A GLANCE



ACCESS TO
ATVI VERIFIED LIST



BROADCASTER
GUIDELINES



ACCESS TO
VALIDATION TOOL



CEM DATA &
CONTACTS



SUMMARY



There is a growing demand for Addressable TV and Dynamic Ad Substitution is the main use case to be covered.



HbbTV-TA is what is needed for achieving broadcast quality when substituting ads in linear broadcast TV.



ATVI's goal is to facilitate a fast market adoption of the HbbTV-TA standard and for building a reliable reach.



ATVI tests and certifies TA-devices and provides for an ecosystem with mutual benefits for broadcasters and TV manufacturers.



Addressable
TV Initiative

Building a reliable reach for
Addressable TV across Europe.