

10th HbbTV Symposium and Awards 2022

Promotional Opportunities

9th – 10th November 2022, Prague



10th HbbTV Symposium and Awards 2022

HbbTV - The Key to Enhance TV



... a cooperation between ...



...being held on November 9th and 10th in Prague, the **10th HbbTV Symposium and Awards** provides a unique platform for the HbbTV community and the media industry to listen, engage, discuss and build your network in an in presence and broadcast on-line digital event.

HbbTV OpApps Reduce Costs and Accelerate Go-To-Market Deployment

Enables Targeted Ads on TVs

Improve Viewers' TV Experience with OpApps

Enrich Broadcast Services

Maximum Reach for Interactive Services

Simple Access to Enriched Services

Enables Enhanced Digital Switchover

More information on www.hbbtv.org

The **Association of Commercial Television** (AKTV) was formed in 2017 as an association of terrestrial television broadcasting operators with the goal of defending, supporting and promoting the common interests of commercial broadcasters in the Czech Republic. The Association of Commercial Television:

- Initiates the making of laws relevant for commercial television broadcasting and in this respect is a partner and a consultation hub in relation to government authorities.
- Actively oversees the observance of copyrights that apply to television broadcasters.
- Defends and promotes the shared interests of its members in the fields of commercial television broadcasting, protection of personal data and self-regulation with regard to commercial messages.
- Participates actively in setting up an operational self-regulatory or co-regulatory system in the key areas that influence television broadcasting on the territory of the Czech Republic and the European Union.
- Educates, develops and cultivates the Czech television market through research and shared communication activities.

The founding members of the Association are the **Nova**, **Prima** and **Óčko** television networks.



- ✓ To enjoy **outstanding networking opportunities**: professionals, consultants, broadcasters, media companies and manufactures will share experiences and solutions for interoperability and future developments.
- ✓ To listen to an impressive **line-up of speakers & moderators**
- ✓ **To demonstrate and present technologies and applications** (Exhibition/Business area)
- ✓ To **accelerate** your business with **presentations, exhibition and sponsoring**
- ✓ To analyze the current market situation, **future developments** and to **foster your joint projects and applications**.
- ✓ To understand how HbbTV technologies help to **enrich your services**, enabling **Targeted Advertising on TV sets** and creating a branded TV experience with "**Operator Applications**"
- ✓ To offer a platform **to update the community** on state-of-the-art and sophisticated solutions based on HbbTV Specifications.
- ✓ To participate in a high-profile event at **international** level.

NATIONAL HOUSE of VINOHRADY

**Broader City Centre – Facing Tube Station –
Good Hotels Nearby**

It is a fascinating neo-renaissance style Palace, and it is situated in the district of Vinohrady. The name Vinohrady in English means vineyards; indeed it was the territory of Prague where the royal family had its vineyard property. Currently, the National House of Vinohrady is listed as a National Cultural Monument and is owned by the Ministry of Culture of the Czech Republic.



**EXTERNAL
VIEW**

ADDRESS:

Národní dům na Vinohradech

Náměstí Míru 820/9, 120 00 Praha 2-Vinohrady

Google maps: <https://g.page/NardumVinohrady?share>

Date: **9th – 10th November 2022**

Venue: Prague and on-line broadcast

9th November – DAY 1 (10:00 - 18:30)

10:00 – 11:00 Welcome, Registration, Networking

11:00 – 13:00 Symposium Conference

13:00 – 14:00 *Light Lunch & Networking*

14:00 – 16:00 Symposium Conference

16:00 – 17:00 *Coffee Break & Networking*

17:00 – 18.30 Symposium Conference

20.30 – 23.30 **Awards Reception and Ceremony**

10th November – DAY 2 (09:30- 16:30)

08:30 – 09:30 Welcome, Registration, Networking

09:30 – 11:00 Symposium Conference

11:00 – 12:00 *Coffee Break & Networking*

12:00 – 13:30 Symposium Conference

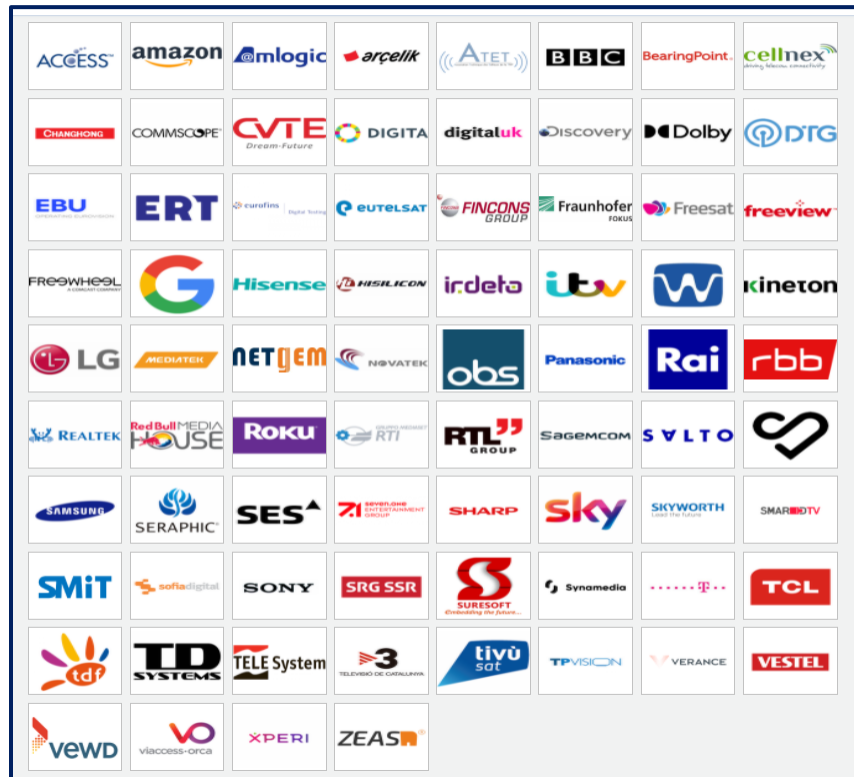
13:30 – 14:30 *Light Lunch & Networking*

14:30 – 16:30 Symposium Conference



The Key to Enhance TV

- HbbTV deployments over the world
- Improving viewers' experience
- **Advert, targeted advert and other monetizing means**
- GDPR & ePrivacy
- **Content and media security and protection**
- HbbTV best practices and cutting edge innovation
- **Operator Application experiences**
- Tools and technique to develop and test applications
- **HbbTV and other standards (DVB, 5G, ATSC, etc.)**



The event hosts the 5th **HbbTV Awards** to recognise those companies that demonstrate the best adoption of HbbTV.

Choose your category and send your entry as soon as possible!

Entries close on Autumn 2022 and finalists will be notified by October 2022 end.

All finalists are invited to attend the **HbbTV Awards Ceremony** on **9th November 2022** in Prague.



- **HbbTV Symposium Digital Experience**

June 7th, 3 p.m. – 3.45 p.m. CEST

An on-line digital event focusing the 10th Symposium and Awards, an opportunity to interact with members, market and professionals.

- **Forum Europeo Digitale 2022 (FED 2022)**

June 16th/17th, 2022 – Royal College – Lucca – Italy

A HbbTV corner booth with Symposium and Award representation (see details next slide)

- **HbbTV Symposium and Awards Premiere**

September 28th, 3 p.m. – 3.45 p.m. CEST

An on-line overview of the event curated by MEWG



EUROPEAN DIGITAL FORUM – FED 2022

June 16th/17th, 2022 – Royal College – Lucca – Italy

During FED 2022 in Lucca, the organization will provide and organize an area to promote and present the 10th HbbTV Symposium and Awards in Czech Republic, with the participation of **AKTV** and the **HbbTV Association** representatives to promote and demonstrate the relevance of the event.

HbbTV DEMO LIVE

Three HbbTV on-line demonstration events hosting our sponsors:

- A date in early **September**
- A date in early **October**
- A date in late **October**

3 x 30' minutes live digital event with 5 presentations of 5' each of **HbbTV applications/products with videos, live demos, presentations, new things to “show”**, directly from our sponsor companies.



The sponsorship benefit

- **New events and additional initiatives compared to last year edition**
- In partnership with the 19th FED in Lucca - Italy
- **Longer communication through “Additional Events” before the November Symposium**
- Symposium with attendance in Prague and digital event on line
- **Cheaper, special price for any Sponsorship Pack confirmed before May 31th, 2022**

MAIN SPONSOR – DIAMOND PACKAGE

The **Diamond Package** is reserved to our **Main Sponsors**. Your company will feature prominently throughout the event, with your company being invited to participate in a number of promotional opportunities during the **HbbTV Symposium and Award 2022** and during the **Additional HbbTV Events 2022**.

Key Features:




- ✓ Your company logo will appear **all over the communication materials and marketing initiatives**, including the symposium website - www.hbbtv.org
- ✓ Your company CEO will be invited to participate in the **Symposium Opening Ceremony**, your delegate speech at the **Symposium** and at the **HbbTV Symposium Digital Experience**
- ✓ Your company will be a **co-sponsor of the HbbTV Awards with a short speech**
- ✓ Your company will have a **2 page company profile on Symposium program + ADV**
- ✓ Your company will have a **corporate booth (4 x 3 m.) in the business area**
- ✓ Your company profile will appear on the HbbTV Symposium press pack
- ✓ Your company will receive **4 pass for the Symposium**
- ✓ Your company will have 5' slot presentation during one of the **HbbTV Demo Live** on line event



Cost: Special € 6,500/Regular €8,000 for HbbTV Members

(HbbTV Non Member €7,500/€9,000 – All prices VAT not included – Special price before May 31th, 2022)

Sponsorship Packages

Sponsor Level	 Gold	 Silver	 Bronze
(w/o VAT)	Special €4,500/ Regular €5,000	Special €2,500/ Regular €3,000	€1,500
	(HbbTV non-member: €5,500/€6,000)	(HbbTV non-member: €3,500/€4000)	(HbbTV non-member: €2,500)
Package Features	<ul style="list-style-type: none"> • A CEO speech during the Symposium • Delegate participation in a round table at HbbTV Symposium Digital Experience • Company logo in the press release and press pack • One page Company profile on the Symposium brochure • Company logo on Symposium website – Gold Sponsor • 5' slot presentation during one of the HbbTV Demo Live • 2 pass for the HbbTV Symposium and Awards 	<ul style="list-style-type: none"> • Company mentioned in the HbbTV Symposium Opening Ceremony • Company logo in the press release • ½ page of Company profile on the Symposium brochure • Company logo on Symposium website – Silver Sponsor • 1 pass for the HbbTV Symposium and Awards • 5' slot presentation during one of the HbbTV Demo Live 	<ul style="list-style-type: none"> • Company mentioned as Technology Sponsor during the HbbTV Digital events • Company logo in the press release • ¼ page of Company profile on the Symposium brochure • Company logo on Symposium website – Bronze Sponsor
Business Area	<ul style="list-style-type: none"> • A corporate booth (3 x 2 m.) in the business area 	<ul style="list-style-type: none"> • Virtual Business Area 	

#	Item	Diamond	Gold
Basic Package			
1	White rear walls 4m x 3m	Included	
2	White rear walls 3m x 2m		Included
3	Counter 100x120 cm	1x included	
4	Carpet + Electrical socket	Included	
5	Stool	2x included	
6	Ethernet Connection (no Wifi, about 5-10 Mbit/s)	included	

Optional items are available on demand:

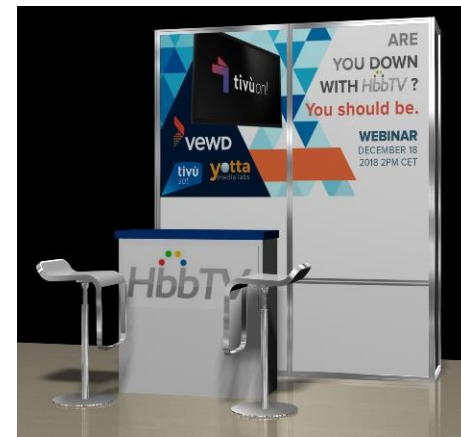
TV sets

Technical TV Connection

Extra Counter

Hostess

White Wall Graphic Print



Available to Diamond, Gold and Silver Sponsors

Your Company
Logo here



VIDEO



DEMO LIVE



MEETING



MATERIALE PDF



MATERIALE PDF



MATERIALE PDF

A virtual online “**business area**” accessible from the Symposium website where Sponsors could publish their own business content, i.e. promotion and demo videos, brochures of their products and the meeting agenda.

This dedicated virtual booth includes a web page with a presentation of the company and as many keys as needed to give access to specific content. Content must be provided by companies and will be published by the symposium organizers.

Alternative to the described Sponsor Packages we offer more opportunities to increase your visibility and value to your business:



Social Break
Key Band
VIP Package
CEO Interview
Awards Sponsor



Cost: to be discussed – please contact us



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Ticket	Members Price	Non-Members Price	Date
Early Bird	155 €	185 €	Until 30 th Sep
Full Fee	225 €	255 €	From 30 th Sep