

Re-opening of the 2023 HbbTV RfP: “Request for commercial proposals
for test material for HbbTV 2.0.4 and ADB2+TA”

HbbTV is re-opening a portion of a previous RfP relating to the creation of some of the Test Material Packages from our 2023 RfP "Request for commercial proposals for test material for HbbTV 2.0.4 and ADB2+TA" (see [here](#)), specifically those relating to the video watermark technology.

From the previous RfP, this is referring to the following 3 packages:

- Package 23 – Video watermarks #1
- Package 24 – Video watermarks #2
- Package 25 – Minimal video watermark implementation

At that time, HbbTV did not order any of these packages due to the need to prioritize other time consuming and budget consuming projects.

However, since then, DVB has released a set of 7 peer-reviewed test streams for watermarks including the video watermark. These can be found at:

<https://dvb.org/specifications/verification-validation/targeted-advertising-watermarking>

These test streams are representative of the streams that would be used in packages #23 and #24. It is possible that some of these streams may even be directly re-usable for those packages.

In addition, for Package 25, HbbTV's requirement for a minimal video watermark implementation is now clearer than it was at that time of the 2023 RfP. HbbTV would require a solution which is fully integrated into a reference platform, rather than a simulated or separated solution. This may not require a real HDMI input and could employ a system that reads a watermarked stream from a file. This would need to include watermark extraction software yet still allow AV presentation on the screen.

Please be clear that HbbTV is not committed to ordering these packages. It needs to balance the cost with the market relevance of the technology.

If you are interested in responding, please do so via the mechanisms explained in our 2023 RfP. There is no closing date for this RfP, but it may be closed and withdrawn at any time. If you would like to discuss any issues related to this topic, please do so by contacting [admin@hbbtnv.org].

For more information, please contact admin@hbbtnv.org

Thank-you on behalf of the HbbTV Association