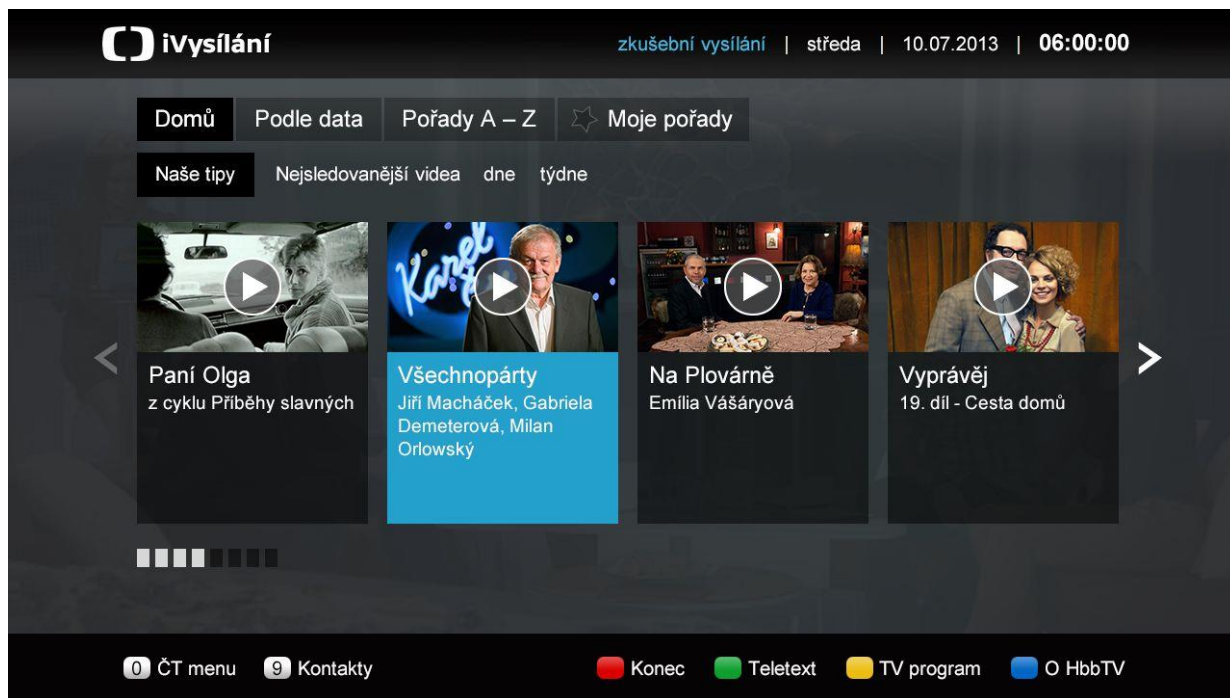


Czech TV offers 70 000 hours of online archive video content in Smart TVs via HbbTV



Czech Television has made another significant step in building up interactive TV environment. Its unique online archive iVysílání which gives access to more than 70 000 hours (8 years) of video content is now available also in smart TVs. A television or set-top-box with HbbTV function is necessary for those who want to use this new service. It is another phase of a pilot project of Czech TV HbbTV that was launched in May 2012. The public broadcaster is asking viewers for feedback that will be used for future planned development.

„Modern audiences love to use ivysilani (ivysilani.cz) on desktops, tablets or mobiles – we have already 17 mobile apps. Now we are trying to bring this huge archive also to their living rooms and on big TV screen. If they miss something, they can find their favorite show later. It only takes a few seconds with a remote control to get the menu, directly from one of our programmes. Then they can watch it in a quality and comfort they have during classical TV experience,“explains Pavlina Kvapilova, Czech TV New Media Division Executive Director.

Czech TV has introduced its first HbbTV applications more than one year ago. It was Superteletext, apps for Ice Hockey World Championship, Euro 2012, London Olympic Games App or a new EPG. Also the Programme Guide has gained new features with the launch of iVysilani in HbbTV. In this updated version of TV Programme people can not only see what is programmed for coming hours and days, but also go back in time – and find the video of the show they did not catch live. They are brought automatically to iVysilani App where they can watch selected item.

Czech consumers have more and more choice of Smart TVs with HbbTV function on the market. Thanks to Czech TV pilot project a wide spectrum of producers have joined to offer this function. Detailed information can be found on a special microsite www.ceskatelevize.cz/hbbtv. During last month more than 90 000 devices were joining Czech TV HbbTV according to Google Analytics data.

Czech TV optimistic about HbbTV

HbbTV (Hybrid Broadcast Broadband) standard allows users to get enriched experience – it combines classical TV and broadband. This brings the possibility to make TV more interactive for viewers. It is an open universal solution available for all electronics producers which is a strong advantage for rapid development for a variety of devices. It also gets boost by support of many public broadcasters, members of European Broadcasting Union.

Czech TV believes in the future of HbbTV because of simple user experience connected with its programmes. Also the traditional teletext service is still very popular in the Czech Republic.

HbbTV tests are available on all Czech TV programmes (CT1, CT2, CT24 and CT sport), both via digital terrestrial platform and satellite distribution.

ALŽBĚTA PLÍVOVÁ, spokesperson of Czech TV



The screenshot displays the iVysílání HbbTV interface. At the top, it shows the 'iVysílání' logo, the text 'zkušební vysílání | středa | 10.07.2013 | 06:00:00', and a 'zpět' button. The main content area features the program title 'Vyprávěj', episode information '5 / 22. díl - Něco končí, něco začíná', and broadcast details '14.6. 2013, 20.00 ČT1', '52 min.', and 'Kategorie: seriály'. A video player shows a scene with a man, a woman, and a child on a beach. Below the player are playback controls: Play, Stop, Pause, Previous, Next, and a 'Zvětšit' (Fullscreen) button. On the right side, there is a vertical menu with buttons for 'Přehrát video', 'Další části', 'Bonusy', 'Související pořady', and 'Do oblíbených'. At the bottom, there is a navigation bar with icons for 'ČT menu', 'Kontakty', 'Konec', 'Teletext', 'TV program', and 'O HbbTV'.