



SPAIN LAUNCHES DVB-I PILOT

RTVE and FORTA have officially launched the Spanish DVB-I Pilot, aimed at testing the technical capabilities of the DVB-I standard across commercial and public broadcasters. The nine-month pilot is part of the Compostela Agreement framework and involves collaboration among broadcasters, technology suppliers, network operators, and



consumer electronics manufacturers. Observers from Spain's National Commission on Markets and Competition and the Ministry for Digital Transformation will also participate. Initial activities include forming an Implementation Group,

reviewing other European DVB-I pilots, and engaging technology manufacturers. The project highlights Spain's efforts to integrate DVB-I while maintaining the relevance of DTT as the country's dominant free-to-air platform.

SES TO LAUNCH ASTRA HD+ PLATFORM IN SPAIN

SES Satellite Ibérica is preparing to launch Astra HD+, a new high-



definition platform offering 26 HD channels free until early 2026. The service will include all Spanish DTT channels and up to 17 international channels from 19.2° East, including RTVE's La 1 UHD, with Antena 3, Telecinco, and La 2 expected to add UHD channels later. Initially, viewers will access the service via PCMCIA cards compatible with CI+ satellite receivers and TVs with integrated tuners, while SES plans to release its own Astra decoder subsequently. Astra's 19.2° East satellite has been a key hub for Spanish broadcasting since the early 1990s.

SVTA AND UHDF TO MERGE

The Streaming Video Technology Alliance (SVTA) and Ultra High Def Forum (UHDF) have announced plans for a merger, aiming to unify broadcast and streaming content distribution standards. SVTA CEO Jason Thibeault highlighted the natural synergy between the two sectors, with the UHDF expected to evolve into a top-level working group under SVTA focused on Content Quality and Production. The boards have nearly finalized terms, with the merger anticipated by the end of 2025. This follows previous integrations, including DASH-IF into SVTA and the UHD Alliance into UHDF.

HBO MAX SET TO LAUNCH IN UKRAINE

HBO Max will soon debut in Ukraine, offering local subscribers two plans: Standard (€7.99/month) with Full HD streaming on two devices and up to 30 downloads, and Premium (€9.99/month) with 4K UHD, Dolby Atmos, four simultaneous devices, and 100 downloads. A €3/month sports add-on provides Eurosport 1 and 2. HBO content has previously been available on the Ukrainian platform Megogo, and the new launch features a dedicated Ukrainian interface with local pricing. ■



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