FOR IMMEDIATE RELEASE

Automatic Content Recognition technologies needed for future ATSC 3.0 standard

WASHINGTON, Jan. 15, 2014 - The Advanced Television Systems Committee (ATSC) today announced a Call for Proposals regarding audio and/or video watermarking technologies for Automatic Content Recognition to help enable interactive applications and other features of the ATSC 3.0 broadcast TV standard.

With ATSC 3.0, interactive applications and other features enhancing audio and video can be made be available by using an Automatic Content Recognition solution associated with transmitted material to identify key aspects of the material (e.g. content identification, content source, current time point in the content, etc.) This will allow the television to access the desired additional functionality via an Internet connection. The scope of this Call for Proposals is limited to a watermarking solution for Automatic Content Recognition. Respondents may propose either an audio watermark solution or a video watermark solution, or both.

"ATSC 3.0 will leverage the advantages of broadcasting’s inherently efficient one-to-many architecture and the benefits of Internet-connected televisions," said ATSC President Mark Richer. "The incorporation of Automatic Content Recognition technology into ATSC 3.0 will allow broadcasters to provide a variety of new services to consumers."

With members from the broadcasting, broadcast equipment, motion picture, consumer electronics, computer, cable, satellite and semiconductor industries, ATSC is defining the future of television by developing and approving open technical standards. The next-generation ATSC 3.0 broadcast television standard will provide higher capacity to deliver Ultra High-Definition services, robust reception on mobile devices, improved spectrum efficiency, interactive and personalized services and more.

Initial responses to the call for proposals are due on March 14, 2014. Detailed technical descriptions of proposals are due on May 2, 2014. Details on the ATSC 3.0 Call for Proposals
can be found on the [ATSC.org website](http://www.atsc.org).

### About the ATSC:
The Advanced Television Systems Committee is an international, non-profit organization developing voluntary standards for digital television. The ATSC member organizations represent the broadcast, broadcast equipment, motion picture, consumer electronics, computer, cable, satellite, and semiconductor industries. For more information visit [www.atsc.org](http://www.atsc.org)

Contacts:
Dave Arland, Arland Communications: Dave@ArlandCom.com, (317) 701-0084
Blake Lofgren, Arland Communications: Blake@ArlandCom.com, (317) 442-5556