

## NEWS

*For Immediate Release*

# **MORE BROADCAST MARKETS, MORE RECEIVER OPTIONS, MORE INNOVATIONS WILL DRIVE NEXT STEPS IN NEXTGEN TV DEPLOYMENT**

*Majority of American Viewers Expected to Have  
Available NEXTGEN TV Broadcasts by Fall 2021*

Washington, D.C. – January 7, 2021 – On the heels of the initial rollout of NEXTGEN TV broadcasting that has now reached more than 20 cities and 80 TV stations, America’s broadcasters are now planning a push this year that will initiate next-generation ATSC 3.0 service in nearly 20 more cities by the end of the summer. Pearl TV, a business group comprised of owners of more than 750 broadcast stations, and the Phoenix Model Market partners announced the plans today in the lead-up to the virtual 2021 CES®.

“Today, almost 20 percent of America’s TV viewers already have access to NEXTGEN TV broadcasts, and the television broadcasting industry is moving aggressively to expand the reach of NEXTGEN TV in a herculean, collaborative effort to reach over half of American TV viewers by this fall. Broadcasters are working like never before to launch new NEXTGEN TV channels that offer better picture and more expansive audio options for viewers. As the consumer technology industry begins to diversify its choices with more models and more affordable products for viewers, broadcasters will continue to push ahead with plans to initiate NEXTGEN TV service in key markets throughout the country. We’re also doing our part to help to educate consumers about the benefits of NEXTGEN TV,” said Pearl TV Managing Director Anne Schelle.

### “The Future of Television Has Arrived”

Pearl’s promotional effort highlights the capabilities of NEXTGEN TV powered by the groundbreaking ATSC 3.0 standard. By merging over-the-air TV with the Internet, NEXTGEN TV is going to change the way viewers watch live broadcast television, Schelle explained. Stations can now personalize their news, sports, live events and shows with interactive features that give viewers the content most relevant to them. NEXTGEN TV is a feature built into a growing number of new televisions and set-top receivers. NEXTGEN TV is designed to be upgradable so that the experience advances with the latest technology.

With NEXTGEN TV, viewers can get\*:

- stunning 4K Ultra HD and High Dynamic Range video
- movie theater quality sound
- added voice clarity with the “Voice +” Dolby dialogue enhancement audio system
- consistent volume across programs and channels
- enhanced Internet content on demand

The campaign also includes a comprehensive consumer website, [www.WatchNextGenTV.com](http://www.WatchNextGenTV.com), an easy “one-stop shop” for information about what cities have NEXTGEN TV service available, what specific

channels are broadcasting, what benefits can be enjoyed, and where to find NEXTGEN TV receivers. Starting Thursday, nearly 20 cities have been added to the broadcasters' target list of those planning to initiate NEXTGEN TV service by the end of summer 2021.

### *An Eye on Future Innovation*

Work is also now underway to develop cable compatibility standards for NEXTGEN TV, and broadcasters are introducing an interactive application in select cities that uses a common "application framework" developed by Pearl TV and the Phoenix Model Market Partners. The new framework provides users with the ability to access more news content, including weather and emergency alert information that is integrated with live broadcasts. The application platform is now open for third party developers.

Additionally, TV broadcasters in Detroit just launched a cooperative effort with the automobile industry called the "Motown 3.0 Test Track" to demonstrate the ATSC 3.0 datacasting capability of next-generation broadcasting for infotainment, emergency alerting, telematics and other data services delivered to connected cars.

"NEXTGEN TV gives broadcasters a direct IP path to viewers at home and on-the-go. With a connected device, we know that television broadcasting will be a powerful tool for viewers who want new experiences and more content choices," Schelle said.

### *More Models in the Pipeline*

"We're also encouraged by the initial rollout of NEXTGEN TV-equipped TV receivers from LG Electronics, Samsung and Sony, and we're expecting more TV manufacturers to join in this year as more cities sign on-air with NEXTGEN TV. And consumers will have the availability of set-top receivers such as the ZapperBox from BitRouter and HDHomeRun CONNECT 4K from SiliconDust that will give consumers with existing TV sets the ability to receive NEXTGEN TV broadcasts," Schelle said.

\* NEXTGEN TV features will vary by device and by broadcaster as commercial service becomes available in local markets.

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#### **About Pearl TV:**

Pearl TV is a business organization of U.S. broadcast companies with a shared interest in exploring forward-looking broadcasting opportunities, including innovative ways of promoting local broadcast TV content and developing digital media and wireless platforms for the broadcast industry. Pearl's membership, comprising more than 750 TV stations, includes nine of the largest broadcast companies in America: Cox Media Group, Graham Media Group, Gray Television, Hearst Television Inc., Meredith Local Media Group, Nexstar Media Group, Sinclair Broadcast Group, the E.W. Scripps Company, and TEGNA, Inc.

#### **About the Phoenix Model Market:**

The Phoenix Model Market is a collaborative effort with a dozen Phoenix, Arizona TV broadcasters who are launching next-gen TV service marketwide, as a model for the TV industry. Participating TV groups and stations in the Phoenix Model Market include: Arizona State University's Arizona PBS (KAET), Fox Television Stations' KSAZ (Fox) and KUTP (MyTV), Meredith's KPHO (CBS) and KTVK (Independent), E.W. Scripps' KNXV (ABC) and KASW (CW), Telemundo Station Group's KTAZ (Telemundo), TEGNA's KPNX (NBC), and Univision's KFPH-CD (UniMas) and KTVW (Univision).

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