



*FULL STEAM*  
**AHEAD**



# ATSC 2021 NextGen Broadcast Conference

Washington D.C. • August 25-26, 2021

# MAXIMIZING *nextgentv*



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# Full Steam Ahead!

The board of directors and staff of the Advanced Television Systems Committee welcome you back for a return of our annual Member Meeting and NextGen Broadcast Conference. Whether participating in person at the Ronald Reagan International Commerce Center or via livestream, we welcome our members, government officials, and others to this annual event.

ATSC 3.0 is a platform for the future that ATSC members are continuously developing to help broadcasters stay in the front row for advancing technology. That's one of the most important ingredients of the ATSC 3.0 standard – the fact that it is upgradeable to account for future developments in technology, business, and consumer demands.

ATSC 3.0 signals have been “on the air” in South Korea since 2017 reaching over 70% of households with Ultra HD video and next generation audio. Now with more than 150 local channels on the air in more than 40 U.S. cities, American viewers can choose to watch on any of the 70 new receivers currently available to purchase. All of those numbers are predicted to continue to grow in the months ahead.

Soon, we look forward to participating in the 2021 NAB Show and then the 2022 CES in Las Vegas. Our focus for both events will be to highlight the incredible assortment of consumer products that are now selling at retail and to talk more about the exciting capabilities of ATSC 3.0. We expect the ATSC Booth at both events to be a hub of activity about the standard and anticipate that several broadcasters and solution providers will join us to show off their progress with projects such as a uniform “broadcast app” and new services to entice viewers and deliver new opportunities for broadcasters.

The theme for this NextGen Broadcast Conference is “Full Steam Ahead,” which is exactly the right message for this time of new horizons for broadcasting.



**Lynn Claudy**

Senior VP of Technology, NAB  
*ATSC Board Chair*



**Madeleine Noland**

President, ATSC



## Wednesday, August 25 Annual Member Meeting

2:00PM

Registration and Exhibit Hall Opens

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2:30PM

**Welcome Remarks**

- Lynn Claudy, Senior Vice President of Technology, National Association of Broadcasters, ATSC Board Chair
  - Madeleine Noland, ATSC President
- 

2:45PM

**ATSC 3.0 as a Platform – New Developments and the Work Ahead**

Host: Skip Pizzi, TG3 Vice Chair

**How a Tower Network can Facilitate SFNs and More**

- Tiffany Yu, Broadcast Business Development Manager, American Tower Corporation
- Louis Libin, Vice President, Spectrum Policy and Strategy, Sinclair Broadcast Group

**How a Core Network can Support Automotive/Vehicular Use Cases**

- Joe Chinnici, CEO, Signal Infrastructure Group
  - Kerry Oslund, Vice President of Strategy and Business Development, Scripps
- 

3:15PM

**NextGen TV Logo Program**

Moderator: Brian Markwalter, Senior Vice President, Research & Standards, Consumer Technology Association

- Bob Campbell, Director of Engineering, Eurofins Digital Testing
  - Lynn Claudy, Senior Vice President of Technology, National Association of Broadcasters
- 

3:45PM

**Our Future, Our ATSC**

Moderator: Glenn Reitmeier, Founder, GlennReitmeier TV

- Jon Fairhurst, Principal Standards Engineer, Samsung Research America, Inc.
  - Peter Riordan, Head of Worldwide Broadcast Go To Market Strategy, Media & Entertainment, Amazon Web Services
  - Peter Sockett, Director of Engineering and Operations, Capitol Broadcasting Company
- 

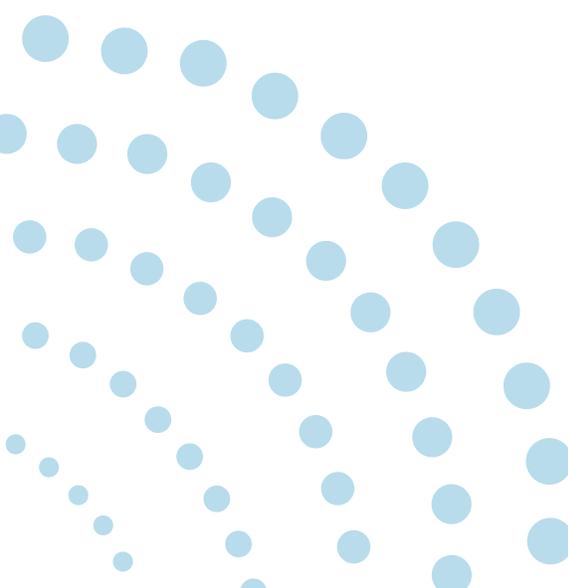
4:15PM

**Member Reception**

*Entertainment by the Howard University Jazz Ensemble*

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*Updates will be announced from the stage*



## Thursday, August 26 NextGen Broadcast Conference

8:00AM	Registration and Exhibit Hall Opens Continental breakfast
9:15AM	<b>Welcome Remarks</b> <ul style="list-style-type: none"><li>Lynn Claudy, Senior Vice President of Technology, National Association of Broadcasters, ATSC Board Chair</li><li>Madeleine Noland, ATSC President</li></ul>
9:30AM	<b>ATSC 3.0 in Action</b> Susi Elkins, General Manager WKAR Public Media and Director of Broadcasting at Michigan State University
10:00AM	<b>Receiving the Future - New Features, New Receivers</b> Moderator: Myra Moore, President, Digital Tech Consulting <ul style="list-style-type: none"><li>Alfred Chan, Vice President of TV BU, Smart Home Business Group, MediaTek</li><li>Nick Colsey, Vice President, Business Development, Sony Electronics</li><li>Ellis Reid, Senior Brand Marketing Manager, Content Creation and Delivery, Dolby</li><li>John Taylor, Senior Vice President, Public Affairs, LG Electronics</li></ul>
10:30AM	<b>Networking Break</b> – Sponsored by LPTV Broadcasters Association
11:00AM	<b>Discussion with FCC Commissioner Brendan Carr</b> <ul style="list-style-type: none"><li>Facilitator, Madeleine Noland, ATSC President</li></ul>
11:30AM	<b>You Can Take It With You: Mobility and Vehicular Developments</b> Moderator: Lindsay Shelton-Gross, Vice President, Membership and Marketing, Intelligent Transportation Society of America <ul style="list-style-type: none"><li>Luke Fay, Senior Manager, Technical Standards, Home Entertainment and Sound Products, Sony</li><li>Bob Foster, President and CEO, Auton</li><li>Atheer Sabti, Global Video Solution Architect, Hewlett Packard Enterprise</li><li>Anne Schelle, Managing Director, Pearl TV</li></ul>
12:00PM	<b>Lunch and Networking</b> – Sponsored by Synamedia
1:30 PM	<b>Remarks from FCC Commissioner Nathan Simington</b>
1:45PM	<b>Distance Learning: ATSC 1.0 &gt; ATSC 3.0</b> Moderator: Mark O'Brien, President and CEO, SpectraRep <ul style="list-style-type: none"><li>Mark Aitken, Senior Vice President, Sinclair Broadcast Group</li><li>Sang Jin Yoon, Senior Vice President, Business Development, DigiCAP</li></ul>
2:15	<b>ATSC 3.0 Advanced Emergency Messaging</b> Discussion with Lisa Fowlkes, Chief, FCC Public Safety & Homeland Security Bureau and John Lawson, Executive Director AWARN Alliance
2:45	<b>Networking Break</b> – Sponsored by Signal Infrastructure Group
3:15PM	<b>We're On the Air! - Now What?</b> Moderator: Anne Schelle, Managing Director, Pearl TV <ul style="list-style-type: none"><li>Dave Brass, Vice President NA Strategy &amp; Market Development, ATEME</li><li>Rob Folliard, Senior Vice President - Government Relations &amp; Distribution, Gray Television</li><li>Mark Myslinski, Broadcast Solutions Manager, Synamedia</li><li>Sean D. Plater, General Manager, WHUT-TV</li></ul>
4:00 PM	<b>Annual Recognition and Conclusions</b> <ul style="list-style-type: none"><li>ATSC Board Chair Lynn Claudy</li><li>ATSC President Madeleine Noland</li><li>ATSC President Emeritus Mark Richer</li></ul> <p>2020 Bernard J. Lechner Outstanding Contributor Award 2020 Mark Richer Industry Leadership Medal</p> <p>2021 Bernard J. Lechner Outstanding Contributor Award 2021 Mark Richer Industry Leadership Medal</p>

Updates will be announced from the stage

# Speakers



**Mark Aitken**  
Senior Vice President, *Advanced Technology, Sinclair Broadcast Group*



**Dave Brass**  
Vice President, *NA Strategy & Market Development, ATEME*



**Bob Campbell**  
Director of Engineering, *Eurofins Digital Testing*



**Brendan Carr**  
Commissioner, *Federal Communications Commission*



**Alfred Chan**  
Vice President of TV BU, *Smart Home Business Group, MediaTek*



**Joe Chinnici**  
CEO, *Signal Infrastructure Group*



**Lynn Claudy**  
Senior Vice President of Technology, *National Association of Broadcasters*



**Nick Colsey**  
Vice President Business Development, *Sony Electronics*



**Susi Elkins**  
General Manager WKAR Public Media and Director of Broadcasting at *Michigan State University*



**Jon Fairhurst**  
Principal Standards Engineer, *Samsung Research America, Inc.*



**Luke Fay**  
Senior Manager, Technical Standards, *Home Entertainment and Sound Products, Sony*



**Rob Folliard**  
Senior Vice President - Government Relations & Distribution, *Gray Television*



**Bob Foster**  
President and CEO, *Auton*



**Lisa Fowlkes**  
Chief, *FCC Public Safety & Homeland Security Bureau*



**John Lawson**  
Executive Director, *AWARN Alliance*



**Louis Libin**  
Vice President, *Spectrum Policy and Strategy, Sinclair Broadcast Group*



**Brian Markwalter**  
Senior Vice President, *Research & Standards, Consumer Technology Association*



**Myra Moore**  
President, *Digital Tech Consulting*



**Mark Myslinski**  
Broadcast Solutions Manager, *Synamedia*



**Madeleine Noland**  
President, *ATSC*



**Mark O'Brien**  
President and CEO, *SpectraRep*



**Skip Pizzi**  
Vice Chair, *TG3*



**Kerry Oslund**  
Vice President of Strategy and  
Business Development, *ScrIPps*



**Sean D. Plater**  
General Manager, *WHUT-TV*



**Ellis Reid**  
Senior Brand Marketing Manager,  
Content Creation and Delivery, *Dolby*



**Glenn Reitmeier**  
Founder, *GlennReitmeier TV*



**Mark Richer**  
President Emeritus, *ATSC*



**Peter Riordan**  
Head of Worldwide Broadcast  
Go To Market Strategy, Media &  
Entertainment, *Amazon Web Services*



**Atheer Sabti**  
Global Video Solution Architect, *HPE*



**Anne Schelle**  
Managing Director, *Pearl TV*



**Lindsay Shelton-Gross**  
Vice President, Membership and  
Marketing, *Intelligent Transportation  
Society of America*



**Nathan Simington**  
Commissioner, *Federal  
Communications Commission*



**Peter Sockett**  
Director of Engineering, *Capitol  
Broadcasting Company*



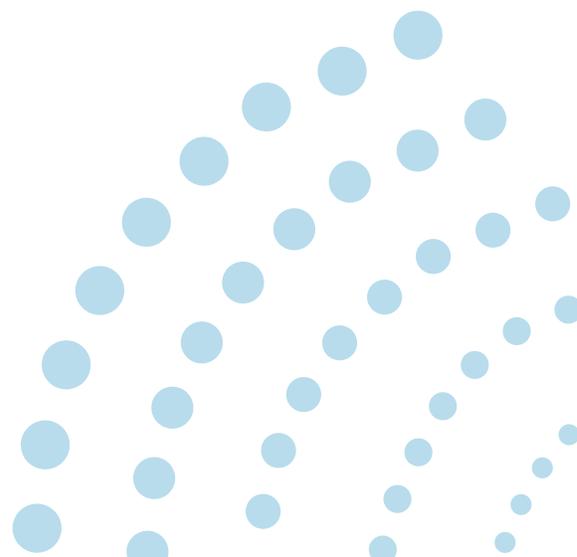
**John Taylor**  
Senior Vice President, Public Affairs,  
*LG Electronics*



**Sang Jin Yoon**  
Senior Vice President, Business  
Development, *DigiCAP*



**Tiffany Yu**  
Broadcast Business Development  
Manager, *American Tower Corporation*



# Members

ATSC is grateful for its global membership that supports our mission of developing and promoting broadcast standards. We would like to extend a special thanks to the many organizations (indicated in **boldface**, below) who have made a commitment as annual sponsors.

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\*indicates ATSC Observer member

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## ATSC Board of Directors

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Senior Vice President  
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**Mark Corl**

Senior Vice President of Emergent  
Technology Development  
*Triveni Digital*

**Jim DeChant**

Vice President of Technology  
*News-Press & Gazette Broadcasting*

**Jon Fairhurst**

Principal Standards Engineer  
*Samsung Research America, Inc.*

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Executive Vice President,  
Engineering, Operations, and  
Technology  
*Fox Television Stations*

**Ira Goldstone**

Vice President, Next Gen  
Broadcast Solutions  
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**Dr. Jong G. Kim**

Senior VP, LG Electronics and  
President, Zenith R&D Lab  
*LG Electronics*

**Brian Markwalter**

*Board Vice Chair*

Senior Vice President of Research  
and Standards  
*Consumer Technology Association (CTA)*

**Glenn Reitmeier**

Founder  
*GlennReitmeierTV LLC*

**Anne Schelle**

Managing Director  
*Pearl TV*

**Andy Scott**

Vice President of Engineering  
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**Dave Siegler**

*ATSC Corporate Treasurer*  
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**Peter Sockett**

Director of Engineering  
*Capitol Broadcasting Company*

**Dr. Yiyan Wu**

Principal Research Scientist  
*Communications Research Centre*  
*IEEE - Broadcast Technology Society*



## ATSC Staff

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**Madeleine Noland**

President

**Jerry Whitaker**

Vice President of  
Standards Development,  
*ATSC Corporate Secretary*

**Amy Lodes**

Director of  
Communications



**We create, innovate and lead for the benefit of everyone. That mission extends across many industry segments and is at the heart of our engagement with ATSC. We are proud to be platinum sponsors of the 2021 NextGen Broadcast Conference and are committed to our collective industry's success.**



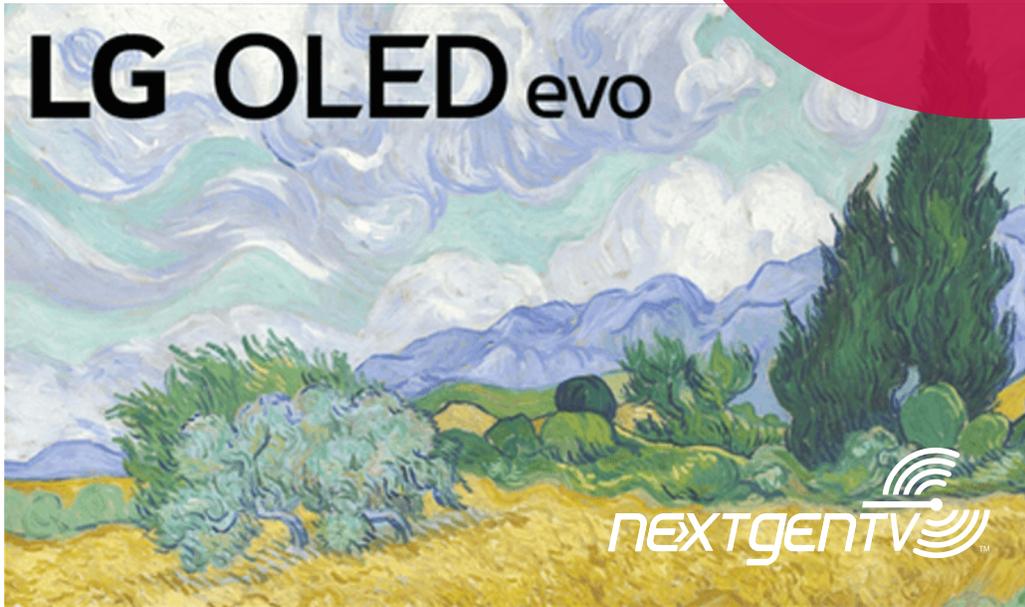
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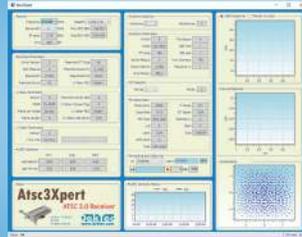
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**DTA-2139C**  
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receiver for PCIe

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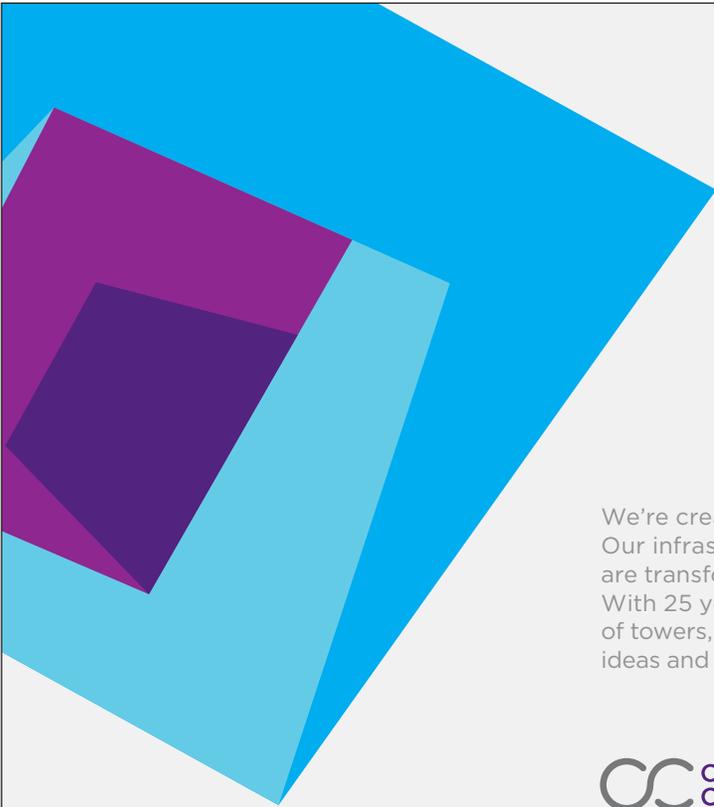
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An abstract graphic on the left side of the lower section, consisting of several overlapping, semi-transparent geometric shapes in shades of blue, purple, and magenta, creating a dynamic, layered effect.

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We're creating a world where "what if" can become "what is." Our infrastructure is behind the revolutionary technologies that are transforming the way we live, work and experience the world. With 25 years of experience and an unparalleled national portfolio of towers, small cells and fiber, we're bringing the world's biggest ideas and innovations to the people and businesses that need them.

The Crown Castle logo, featuring a stylized 'CC' icon followed by the words 'CROWN CASTLE' in a bold, uppercase, sans-serif font, with the tagline 'The pathway to possible.' underneath.

[CrownCastle.com](http://CrownCastle.com)

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ATSC 3.0 is the future of the broadcast industry. Talk to us about your deployment plans, and discover why Triveni Digital is the industry's ATSC 3.0 expert and deployment leader

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## CONCURRENT LIVE JOINT SESSION!

This event will include live panels and interactive discussions that explore timely topics, such as dynamic ad insertion, NextGen TV, and more.

**Tuesday, October 12, 2021**  
**1:00pm – 4:15pm EDT (10:00am – 1:15pm PST)**

Act now sponsorships available, contact us at [sponsorships@scte.org](mailto:sponsorships@scte.org)

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**Look for ATSC in the "Future of Delivery" Pavilion at the 2021 NAB Show in Las Vegas, Central Hall 2959**



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# Launching the next chapter of quality...



Through our continued partnership with CTA and NAB, the NEXTGEN TV logo test suite has undergone significant growth. The most recent release now has:

- 282 test cases covering 375 testable requirements of which 198 tests are approved for certification
- Includes MMT, Signed Applications and Signed Services, ESG, Content Advisory and Ratings, Advanced Emergency Alerts and Information, Application lifecycle, Multiple PLP, Audio Watermark
- Significant increased coverage for Immersive Audio, 4K and SHVC Video, Captions, and A/344 APIs
- Additional materials contributed by industry stakeholders, including NAB, NPG, Sinclair/OneMedia, Pearl TV, Sony, Dolby, Enensys, Verance

Arreios for ATSC 3.0 v1.6, the latest version of our automated test harness to support these materials and the A3SA DRM and Service Security test suite has also been released.

Contact [digitaltesting@eurofins.com](mailto:digitaltesting@eurofins.com) to find out more about how we assist you with conformance and interoperability of ATSC 3.0 devices in the market.



Digital Testing

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# ATSC 3.0 Software for TVs and STBs

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## The Lechner Award

The Bernard J. Lechner Outstanding Contributor Award is bestowed once a year to an individual representative of the membership whose technical and leadership contributions to ATSC have been invaluable and exemplary. The title of the award recognizes the first recipient, the late Bernard Lechner, for his outstanding service to the ATSC.

Lechner was the retired Staff Vice President, Advanced Video Systems of RCA Laboratories. His 30-year career at RCA covered all aspects of television and display research, including early work on home video tape recorders in the late 1950s, extensive development of flat-panel matrix displays in the 1960s including pioneering efforts on active-matrix liquid crystal displays, advanced two-way cable TV systems and pay-TV systems in the early 1970s, electronic tuning systems and CCD comb-filters for TV receivers in the mid-1970s, automated broadcast cameras and CCD broadcast cameras in the late 1970s and early 1980s, to HDTV in the mid-1980s.



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## The Richer Medal

Named for the legendary former ATSC president who led the organization for two decades spanning both ATSC 1.0 and ATSC 3.0, the Mark Richer Industry Leadership Medal recognizes an individual or team that demonstrates exemplary leadership in advancing the mission of ATSC and epitomizes the vision, tenacity and leadership qualities that were the hallmark of his leadership.





**HUMBER**

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## North America's first Broadcast- Broadband Convergence (B<sup>2</sup>C) Lab

A leader in global polytechnic education, **Humber College** provides career-focused education to more than 33,000 full-time and 23,000 part-time and continuing education students across three campuses in Toronto, Canada.

Housed in the 93,000-square-foot Barrett Centre for Technology Innovation at North Campus, the core mission of the **Broadcast-Broadband Convergence (B<sup>2</sup>C) Lab** is to advance ATSC 3.0 technology and 5G convergence research, development, testing and deployment – creating new innovative broadcast television experiences and datacasting applications supporting a host of industries and new business models.

Humber's **B<sup>2</sup>C Lab** will be the first of its kind in North America equipped with both an ATSC 3.0 broadcast ecosystem and 5G core network, including an RF antenna test chamber supporting over-the-air testing of a wide range of wireless devices and prototypes.

► Learn more about the Humber B<sup>2</sup>C Lab  
[b2convergence.ca](https://b2convergence.ca)

For more information, contact Orest Sushko,  
Director B<sup>2</sup>C Lab [orest.sushko@humber.ca](mailto:orest.sushko@humber.ca)

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FUTURE FOCUSED**

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# Thank you for your support



Samsung gives a heartfelt thank you to all who contributed to the strong rollout of new broadcast services during the past, challenging year. We are honored to work with you for the success of NEXTGEN TV.