



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Mark Aitken

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

Mark Aitken

Senior Vice President/Vice President of Advanced Technology
Sinclair Broadcast Group

Mark A. Aitken has served as Sinclair's Senior Vice President/Vice President of Advanced Technology since July 2011 and prior to that, he served as Director of Advanced Technology. In 2016, Aitken became President of ONE Media, Sinclair's innovations company. He is responsible for representing the group's interests in regulatory, technical and standards issues within industry-related organizations and before regulatory agencies both in the US and internationally. Aitken has been involved in the broadcast industry's migration to advanced services since 1987, from his participation in the FCC's Advisory Committee on Advanced Television Services to his current involvement with the Advanced Television Systems Committee (ATSC). Aitken was the primary architect in the formation of ONE Media, and a driver of key ATSC 3.0 breakthrough technologies and systems. He is a member of the NAB TV Technology Committee which is focused on the broader technical issues facing the broadcast industry.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Dave Brass

Vice President of Strategy and Market Development for North America, ATEME

Dave Brass

Vice President of Strategy and Market Development
for North America
ATEME

Dave Brass is currently Vice President of Strategy and Market Development for North America at ATEME. His responsibilities include focusing on incubating growth for ATEME, finding new markets, customers and product positions, helping develop sales in the region fostering company grow. Prior to his current role, Brass led ATEME's regional broadcast and strategic content provider sales team. With a background in compression technologies, Brass has held several sales, marketing and engineering roles in both North America and Europe during his career, including roles in hardware and software solutions, semiconductor products, addressing both the consumer and professional media space. When not working, Brass can often be found cycling or kayaking, and has recently cycled over 350 miles from Pittsburgh to DC.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Dr Robert Campbell

Director of Engineering,
Eurofins Digital Testing

Dr Robert Campbell

Director of Engineering
Eurofins Digital Testing

Dr Robert Campbell is Director of Engineering at Eurofins Digital Testing, a leading digital media and device testing specialist. Campbell is responsible for the team that delivers Eurofins Digital Testing Products, including the ATSC 3.0 NEXTGEN TV Test Suite and Arreios for ATSC 3.0 Test Harness. Campbell is also responsible for Eurofins participation in a wide range of standards organisations including as Chair of the ATSC Conformance Implementation Team and HbbTV Improving Interoperability Task Force. Prior to joining Eurofins in 2012, Campbell gained 10 years' experience in product development, project management and software development in a variety of industries including at IBM and Siemens Rail and holds a PhD from Bristol University.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Brendan Carr

*Commissioner,
Federal Communications Commission*

Brendan Carr

Commissioner
Federal Communications Commission

Commissioner Brendan Carr is the senior Republican on the Federal Communications Commission, and he served previously as the agency's General Counsel. Carr has led the FCC's work to modernize its infrastructure rules and accelerate the buildout of high-speed networks. His reforms cut billions of dollars in red tape, enabled the private sector to construct high-speed networks in communities across the country, and extended America's global leadership in 5G. Commissioner Carr is also focused on expanding America's skilled workforce—the tower climbers and construction crews needed to build next-gen networks. His jobs initiative promotes community colleges and apprenticeships as a pipeline for good-paying 5G jobs. And he is recognizing America's talented and hardworking tower crews through a series of "5G Ready" Hard Hat presentations.

Commissioner Carr brings over a dozen years of private and public sector experience in communications and tech policy to his position. Before joining the agency as a staffer back in 2012, he worked as an attorney at Wiley Rein LLP in the firm's appellate, litigation, and telecom practices. He litigated cases involving the First Amendment and the Communications Act. Previously, Commissioner Carr clerked on the U.S. Court of Appeals for the Fourth Circuit for Judge Dennis Shedd. And after attending Georgetown University for his undergrad, Commissioner Carr earned his J.D. magna cum laude from the Catholic University of America's Columbus School of Law where he served as an editor of the Catholic University Law Review.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Alfred Chan

*Vice President of Product Marketing,
TV Business Unit, MediaTek*

Alfred Chan

Vice President of Product Marketing, TV Business Unit
MediaTek

Alfred Chan is Vice President of Product Marketing for MediaTek's TV Business Unit, part of the Smart Home Business Group. He is responsible for TV's product chip and platform roadmap, product definitions, strategic customers, partnership engagements and technology planning. He joined the company in August 2020. Chan has over 15 years' experience in digital television and OTT video distribution, and over 14 years technical experience in system applications, software and architecture for digital TV system and set-top box platforms, as well as SoC design. Prior to joining MediaTek, Chan served as Vice President of Marketing at Sigma Designs, where he grew Sigma's TV revenue 6X in just 3 years. Before, Chan led Product Marketing for the TV Business Unit at Zoran and served as a co-founder/VP of Engineering at Vweb Corporation, a video codec company that supplied global companies, such as GE and Sumitomo NTT Japan. Chan is a contributing member of UHD Forum and 8K Association. He received a BSEE with Great Distinction from San Jose State University, and he holds multiple US Patents in the areas of video, display, compression, vector processing and SoC Design. Georgetown University for his undergrad, Commissioner Carr earned his J.D. magna cum laude from the Catholic University of America's Columbus School of Law where he served as an editor of the Catholic University Law Review.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Joe Chinnici

Chief Executive Officer,
Signal Infrastructure Group

Joe Chinnici

Chief Executive Officer
Signal Infrastructure Group

As Chief Executive Officer, Joe Chinnici is responsible for driving all facets of the business. He has a proven track record in executive management with more than 20 years of experience in digital and energy infrastructure development and global structured finance and has raised over \$100 billion in capital in support of those efforts. Under Chinnici's leadership, SIG will drive the future of broadcasting, enabling partners to leverage new technologies to expand reach and drive new revenue streams. Prior to joining SIG, Chinnici was President and COO of BioStar Infrastructure, a full-service developer for the digital and energy infrastructure marketplace. While at BioStar, Joe initiated and led the company's investments in the digital and energy infrastructure sectors. Previously he was a partner at Four Pines Ventures, an investment firm with interests in mission-critical assets such as digital and energy infrastructure, next-gen data centers, renewable energy, and venture capital. Chinnici received his B.A. in economics from the University of Cincinnati.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Lynn Claudy

Senior Vice President of Technology,
National Association of Broadcasters
(NAB)

Lynn Claudy

Senior Vice President of Technology
National Association of Broadcasters (NAB)

Lynn Claudy is the 2021 Chair of the ATSC Board of Directors and Senior Vice President of Technology for the National Association of Broadcasters (NAB), the trade association for radio and television broadcast stations in the United States. He joined NAB in 1988 as a Staff Engineer and held positions of Director of Advanced Engineering & Technology and Vice President before assuming his present position in 1995. Prior to joining NAB, he was employed by Hoppmann Corporation, a communications systems integration firm where he held a variety of technical and management positions. He also was a part-time professor in the Physics Department at the American University in Washington DC, where he taught courses in acoustics and audio technology. Previous to that, he was a Development Engineer at Shure Brothers Incorporated, a manufacturer of audio equipment. He earned a BA degree from Oberlin College, BSEE from Washington University in St. Louis and MSEE degree from the Illinois Institute of Technology. He is a member of AES, AFCCE and SBE, a senior member of IEEE and a SMPTE Fellow. He is also a member of the FCC Technological Advisory Council and was the 2016 recipient of the IEEE BTS Jules Cohen Outstanding Engineering Achievement Award.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Nick Colsey

Vice President, Business
Development, *Sony Electronics Inc.*

Nick Colsey

Vice President, Business Development
Sony Electronics Inc.

Nick Colsey is vice president of Business Development at Sony Electronics. In this role, he works with multiple Sony product categories and divisions to bring the connected user experience to consumers worldwide. A Sony veteran for over 30 years, Colsey was an integral member of the team responsible for Sony's BRAVIA Internet Video, the world's first smart TV platform. A pioneer in bringing Internet Video service providers to the TV screen, he led the team that launched the world's first 4K video store. Colsey leads a team that negotiates and executes partnerships with 3rd parties for Sony smart TVs, Spatial Reality Display and ProBravia. Previously, Colsey was involved in various Sony Electronics' initiatives in the U.S. Prior to that, he worked in product planning in Sony HQ in Tokyo. Colsey holds an Industrial Design degree from Central-St. Martins in London.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Susi Elkins

Director of Broadcasting and
General Manager, *WKAR Public
Media*

Susi Elkins

Director of Broadcasting and General Manager
WKAR Public Media

Susi Elkins is director of broadcasting and general manager of WKAR Public Media at Michigan State University. Through expanded broadcast, online, and community engagement, plus new efforts in education, research and NextGen TV, WKAR is developing a national model for the impact public media can have in local communities and beyond. In collaboration with MSU, Elkins led the effort to launch the first ATSC 3.0 experimental station licensed to a public media organization. Granted the FCC experimental license in June 2018, the test station is designed to explore the potential of NextGen TV to build stronger communities through education, news and information, arts, science and culture. Elkins currently serves on the PBS board of directors, on the board of America's Public Television Stations (APTS), on the PBS Children's Media & Education Station Leadership Committee, and participates on various other community boards. She is frequently invited to speak at executive leadership conferences for women and enjoys mentoring others. Elkins holds a bachelor's degree in telecommunication and a master's degree in educational technology, both from MSU.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Jon Fairhurst

Principal Standards Engineer,
Samsung Research America, Inc.

Jon Fairhurst

Principal Standards Engineer
Samsung Research America, Inc.

Jon Fairhurst, Principal Standards Engineer for Samsung Research America, Inc., has worked for more than 30 years on projects related to digital television. This includes 10 years at Grass Valley Group developing broadcast equipment and digital switchers and 20 years at Sharp Laboratories of America developing television technologies. He joined Samsung in April 2017. Fairhurst has been involved in standards throughout his career, spearheading standards for measuring television power consumption and leading multiple Consumer Technology Association standards over the years. Active in ATSC standards work, he chairs the TG3 S34-1 Video Ad Hoc Group. He earned his B.S. degree in electrical engineering and computer science from the University of California, Santa Barbara.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Luke Fay

Senior Manager Technical Standards, Sony Home Entertainment & Sound Products -America

Luke Fay

Senior Manager Technical Standards
Sony Home Entertainment & Sound Products -America

Luke Fay is a Senior Manager Technical Standards for Sony Home Entertainment & Sound Products -America. Currently he is involved with the development of the next generation of broadcast television in a variety of standards organizations and their efforts to educate members of the new possibilities available with ATSC 3.0. He has over 20 years of experience in digital communications systems engineering and receiver design. He received a BS in Electrical Engineering from University of Arizona and an MS degree in Electrical Engineering from National Technological University. He has been granted over 13 patents in the area of Digital Signal Processing. He is currently serving as Chairman of the Advanced Television Systems Committee (ATSC) Technology Group 3 (TG3). He is also the recipient of the 2015 Bernard J Lechner Award for technical and leadership contributions to the ATSC. He became a SMPTE Fellow in 2018.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Rob Folliard

Senior Vice President, Government
Relations & Distribution,
Gray Television

Rob Folliard

Senior Vice President, Government Relations & Distribution
Gray Television

Rob Folliard is the Senior Vice President, Government Relations & Distribution for Gray Television, which owns television stations in 102 markets across the country. He has been with Gray since 2014. At Gray, Rob is responsible for overseeing FCC related matters and for Gray's relationships with more than 425 cable and satellite operators that carry Gray's television stations. Folliard is Gray's representative on the Pearl board of directors and oversees all legal matters relating to the conversion to ATSC 3.0. Prior to joining Gray, Folliard was an associate in the Communications Groups at Cooley, LLC and Dow Lohnes PLLC, where he represented dozens of broadcast groups before the FCC and in their retransmission consent negotiations.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Robert Foster

President and CEO, *Auton*

Robert Foster

President and CEO
Auton

Bob Foster is President and CEO of Auton, a developer of new technologies and services for connected vehicles. He was the founder of Wavtrace, the first company to develop and deploy time division duplex (TDD) in broadband access systems in the 10 to 40 GHz bands. After Wavtrace was acquired by Harris (HRS) in 2000, he continued as Chief Scientist where he directed the regulatory and standards team that founded WiMax and successfully lobbied ETSI and the IEEE to include TDD in millimeter wave access standards worldwide. Foster has worked in wireless technology development for Motorola and Boeing. More recently he was SVP of Engineering at Kymeta, a maker of metamaterials-based scanning antennas. He has developed wireless technologies and products ranging from consumer handsets to large scale systems and holds numerous patents.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Lisa Fowlkes

Chief, *FCC Public Safety Homeland Security Bureau*

Lisa Fowlkes

Chief

FCC Public Safety Homeland Security Bureau

Lisa M. Fowlkes is the Chief of the FCC's Public Safety Homeland Security Bureau. Under her leadership, the Bureau develops and implements policies, consistent with the FCC's statutory authority, to ensure that first responders and the American public have access to effective, reliable, and secure communications, and collaborates with Federal government partners responsible for protecting the nation's communications infrastructure. For over a decade, Chief Fowlkes has led initiatives to ensure that people who dial 911 can reach emergency assistance and that first responders can locate those who need help. She has also led efforts to ensure that consumers have access to accurate and timely emergency alerts, including the introduction of Wireless Emergency Alerts and its ongoing enhancements.

Chief Fowlkes previously served as a Deputy Chief of the Public Safety and Homeland Security Bureau, where she was responsible for the FCC's policies on cybersecurity, communications reliability, and emergency alerting. During her more than 26-year career at the FCC, Chief Fowlkes also served as Deputy Chief of the former Public Safety and Private Wireless Division; Acting Deputy Chief, Assistant Chief, and Senior Legal Advisor in the Enforcement Bureau; Acting Director of the Office of Communications Business Opportunities; Supervisory Attorney in the former Cable Services Bureau; and Attorney-Advisor in the Office of General Counsel and former Mass Media Bureau. She also spent two years in private practice at a Washington, D.C. law firm where she represented public safety agencies on regulatory matters. Chief Fowlkes earned a Juris Doctor from the University of Pittsburgh School of Law.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



John M. Lawson

Executive Director, Advanced
Warning and Response Network
(AWARN) Alliance

John M. Lawson

Executive Director
Advanced Warning and Response Network (AWARN) Alliance

John Lawson serves as Executive Director of the Advanced Warning and Response Network (AWARN) Alliance, an international coalition of broadcasting, consumer electronics, and B2B companies. The Alliance is leveraging NextGen TV (ATSC 3.0) to develop an advanced system for emergency alerting, news, and information. John was one of four signatories to the original Joint Petition that led to FCC approval of ATSC 3.0 transmission in 2017. He's also President of Convergence Services, Inc, a consulting firm focused on spectrum, resilience, remote learning, and the Intelligent Transportation Sector. His awards include the Individual Technology Leadership Award from TV of Tomorrow in 2018 and the Academy of Digital Television Pioneers Award from CES in 2008. John earned BA and MA degrees in International Studies at the University of South Carolina. Bureau; and Attorney-Advisor in the Office of General Counsel and former Mass Media Bureau. She also spent two years in private practice at a Washington, D.C. law firm where she represented public safety agencies on regulatory matters. Chief Fowlkes earned a Juris Doctor from the University of Pittsburgh School of Law.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Louis Libin

Vice President for Spectrum
Engineering and Strategies,
Sinclair Broadcast Group

Louis Libin

Vice President for Spectrum Engineering and Strategies
Sinclair Broadcast Group

Louis Libin is Vice President for Spectrum Engineering and Strategies at Sinclair Broadcast Group. Libin was at NBC responsible for spectrum technology. He consulted to the industry domestically and has worked internationally on wireless and television development in: Saudi Arabia, Bahrain, Myanmar, Thailand and Paraguay, as well as in Central American; Honduras, Nicaragua and El Salvador. Libin has provided workshops on equipment and technology to international regulatory agencies such as Ofcom in the UK and Industry Canada. Libin is ATSC 3.0 Rapporteur at the ITU, vice chair of ATSC PT6 and vice chair of IT5 Tower Network Implementation Team.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Brian Markwalter

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

Brian Markwalter

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

Brian Markwalter is senior vice president of research and standards for the Consumer Technology Association (CTA)™, the preeminent trade association promoting growth in the \$487 billion U.S. consumer technology industry. CTA also owns and produces CES® – the most influential tech event in the world. Markwalter is responsible for CTA's extensive consumer research, market data and forecasting capability, and CTA's ANSI-accredited standards development program which develops technical standards used in millions of products every year.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Myra Moore

Founder and President,
Digital Tech Consulting

Myra Moore

Founder and President
Digital Tech Consulting

Myra Moore is the founder and president of Digital Tech Consulting, a market intelligence and consulting firm that researches and analyzes the digital video market. She has spent more than 25 years covering the digital TV market as a market analyst, journalist and consultant. Through DTC's Digital TV Transition Group, Moore and her team have provided analog-to-digital TV transition services to broadcast regulators in countries such as Israel, Curacao, Jamaica, and St. Maarten. She has also co-authored broadcaster implementation studies for next-generation TV platforms, transitions to new spectrum assignments, and ATSC 3.0 consumer receiver forecasts. She regularly speaks at digital TV industry conferences for organizations such as the DVB Project, the EBU, the CBU, and the ATSC Forum.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Mark Myslinski

Broadcast Solutions Manager, Video Network Division
Synamedia

Mark Myslinski

Broadcast Solutions Manager, Video Network Division
Synamedia

As Broadcast Solutions Manager in Synamedia's Video Network Division, Mark Myslinski is assuring that Synamedia understands the whole context of customer needs and aspirations. To include where these solutions may encompass product sets spanning other divisions within Synamedia, or products from an ecosystem of partners. Myslinski is a 20-year veteran of the digital cable television industry encompassing extensive focus on hybrid pay-tv and streaming media solutions. Most recently he has also focused on development and deployment of ATSC 3.0 solutions and the many new business elements that will be enabled. In his spare time, Myslinski celebrates the coming together of different generations and cultures across the globe that today's broadcast and streaming media services affords us. Myslinski is a Bachelor's degree graduate of The Pennsylvania State University, followed by Master's coursework at Rutgers University.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Madeleine Noland

President, Advanced Television Systems Committee Inc.

Madeleine Noland

President

Advanced Television Systems Committee Inc.

Madeleine Noland is the President of the Advanced Television Systems Committee Inc. A 15-year industry veteran who is widely respected for her consensus-building leadership style, she chaired the technology group that oversees the ATSC 3.0 next-generation broadcast standard before being named ATSC President in May 2019. Previously, she chaired various ATSC 3.0-related specialist groups, ad hoc groups and implementation teams since 2012. Noland began her career in the television industry in 2004 with Backchannelmedia Inc., an interactive television technology developer. It was during her work there that she first became involved in ATSC projects. In 2012, she moved on to product and project management roles at Telvue Corp. before joining LG Electronics CTO's office in 2013. She received TV NewsCheck's "2019 Futurist" Women in Technology Award and was named one of 2018's "Powerful Women in Consumer Technology" by Dealerscope magazine. In 2016, she received the ATSC's highest technical honor, the Bernard J. Lechner Outstanding Contributor Award recognizing her leadership related to the development of ATSC 3.0 Next Gen TV.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Mark O'Brien

President and CTO, *SpectraRep*

Mark O'Brien

President and CTO
SpectraRep

Mark O'Brien has worked in various broadcast roles for more than 40 years, and is now President and CTO of SpectraRep. O'Brien brings his background in satellite, digital television, IT systems, IP networking and software design to the new challenge of delivering Internet content to communities that don't have broadband Internet. He is now focusing on adapting those proven use cases to ATSC 3 IP data broadcast.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Skip Pizzi

Owner and Principal, *Skip Pizzi Media Consultant LLC*

Skip Pizzi

Owner and Principal
Skip Pizzi Media Consultant LLC

Skip Pizzi is owner and principal at Skip Pizzi Media Consultant LLC, a media technology consulting firm based in the Philadelphia, PA area. Pizzi's career has spanned the radio, television and digital media industries, with 13 years at NPR, 11 years at Microsoft and most recently 10 years at the National Association of Broadcasters (NAB), where he served as Vice President, Technology Education and Outreach. He has also been a featured columnist for numerous industry publications, and spent 7 years as an editor at Broadcast Engineering magazine. He currently chairs the Advanced Television Standards Committee's (ATSC) Brazil Implementation Team (IT-4), which is working with Brazilian broadcasters and technologists to select that country's next-generation television standard. He is also Vice-Chair of Technology Group 3 (TG3), which developed the ATSC 3.0 standard, and was the 2017 recipient of ATSC's Bernard J. Lechner Outstanding Contributor Award. He is a graduate of Georgetown University, where he studied Fine Arts, International Economics and Electrical Engineering.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Kerry Oslund

Vice President of Strategy and Business Development, *Scripps*

Kerry Oslund

Vice President of Strategy and Business Development
Scripps

Kerry Oslund is vice president of strategy and business development and is responsible for advancing the company's ATSC 3.0 strategy and other business development efforts. Prior to his post at Scripps, Kerry was vice president of strategy and business development at Tribune, where he helped the company align business strategies with emerging ATSC 3.0 television standards. He also spearheaded major next-generation television advertising initiatives including dynamic ad insertion and real-time TV analytics and helped Tribune launch a successful podcast network. From 2009-2016, Oslund worked for Schurz Communications as senior vice president of publishing and digital, where he oversaw daily operations of TV, radio, print and cable businesses and led M&A strategy. A six-time regional Emmy winner, Kerry also is a past director for Pearl TV and a founder of the TV Interface Practices (TIP) Initiative. Kerry holds a degree in broadcast journalism and statistics from Arizona State University. In 2015, his alma matter awarded him a Knight-Cronkite Innovation grant for his work on mobile proximity triggering technologies and associated business models. Broadcasting & Cable Magazine honored Kerry with its Technology Leadership Award in 2014 and its list of "Next Wave of Leaders" in 2013.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Sean D. Plater

General Manager, *WHUR 96.3FM, The Howard University Radio Network, and WHUT-TV (PBS)*

Sean D. Plater

General Manager

WHUR 96.3FM, The Howard University Radio Network, and WHUT-TV (PBS)

Sean Plater currently serves as General Manager of Howard University owned WHUR 96.3FM, The Howard University Radio Network, and WHUT-TV (PBS) in Washington, DC. In this capacity he handles the day-to-day operations of six radio stations (four local and two national), WHUT-TV, provides guidance for each department, and most importantly, ensures that the stations superserve the DMV (DC, MD and VA). He has had positions with WHUR, WHUT, Radio One, Inc. and Sirius XM Satellite Radio and has consulted with stations on operational structure, engineering, and management. Plater is providing leadership of WHUT's Howard University NextGen TV Broadcast Collaborative, designed to bring the new innovative NextGen TV technology to the nation's capital. He holds a Bachelor of Arts in Communications with a concentration in Broadcast Management from Howard University and a Masters of Business Administration from University of Maryland, University College.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Ellis Reid

Senior Brand Marketing Manager, *Dolby*

Ellis Reid

Senior Brand Marketing Manager, Content Creation and Delivery
Dolby

Ellis Reid leads Dolby's brand marketing for media and entertainment content creation. His focus is on building a community of content creators that develop and deliver amazing content in Dolby. He works closely with industry organizations, technology partners, creators, and engineers to help them better understand how to leverage Dolby's innovative imaging and audio technologies, Dolby Vision and Dolby Atmos, to deliver great end user experiences. Reid's career in technology has spanned a wide range of disciplines, including brand marketing, product management, sales, and engineering. Throughout his career he has been responsible for helping companies develop products and strategies to help their service provider customers deliver advanced services. He holds a BSEE from the Massachusetts Institute of Technology, an MSEE from the George Washington University, and an MBA from the University of Chicago.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Glenn Reitmeier

Founder, *GlennReitmeier TV*

Glenn Reitmeier

Founder
GlennReitmeier TV

Glenn Reitmeier is widely recognized as a technology visionary and pioneer in the television industry. Throughout his career, he has been a leader in establishing revolutionary new digital standards, including: the SMPTE Component Digital Video and SDI standards, the Grand Alliance digital HDTV system that became ATSC 1.0 and the new NextGenTV / ATSC 3.0 standard. Now an independent consultant, Glenn recently retired from 17 years at NBC Universal as SVP, Technology Standards and Policy, where he contributed to industry technical standards and to the technical aspects of the company's government policy positions and commercial agreements. As Chairman of the ATSC, he recognized the future need for a new standard and catalyzed ATSC's work effort to develop the 3.0 standard. Previously, Glenn spent 25 years in digital video research at RCA/Sarnoff Laboratories. Glenn has served the industry as a Board member of ATSC, NABA and OATC, and he has been Chairman of both ATSC and OATC. He is a SMPTE Fellow and a recipient of the Progress Medal and the Signal Processing Medal. He is also an inaugural member of the CTA's Academy of Digital Television Pioneers and a recipient of the NAB Television Engineering Award. Glenn holds over 60 patents and is recognized in the New Jersey Inventors Hall of Fame.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Mark S. Richer

President Emeritus, Advanced Television Systems Committee, Inc.

Mark S. Richer

President Emeritus
Advanced Television Systems Committee, Inc.

Mark S. Richer is President Emeritus, of the Advanced Television Systems Committee, Inc. (ATSC). Richer's 40-year television career has spanned the transitions from analog to digital TV, standard-definition to high-definition TV, 4K and Next Gen TV. He oversaw the development of the ATSC 3.0 suite of Next Gen TV standards, representing the world's first Internet Protocol-based system that marries broadcast and broadband. Richer joined ATSC after 16 years with the Public Broadcasting Service (PBS) where, as vice president of engineering & computer services, he was responsible for development of new technologies for PBS and its member stations, design of audio/video systems and management of information technology operations. He was instrumental in the development of technological innovations, including the Line 21 closed captioning for the deaf system for which PBS was awarded an Emmy for Engineering Development. He was also responsible for the selection and implementation of digital video compression and transmission technology and led PBS efforts in the area of digital and high definition television.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Peter Riordan

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

Peter Riordan

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

Peter Riordan leads the AWS M&E Broadcast Solution Area and has been with AWS since late 2019. In this role, in typical AWS fashion, he focuses on working backwards from their customer's needs, and works with partners, ISVs, and the AWS Service teams who each have workflows and products that help answer those needs. For AWS, that Broadcast Solution Area includes live production, channel origination, and distribution workloads. Riordan started his career in television production at a PBS affiliate, he spent most of his early career in the Editor's chair for several companies, including HBO. He then led Discovery's Production Center Operations team, which was responsible for processing thousands of hours of content each year for Discovery's global family of networks. He also spent a number of years with Ascent Media / Encompass Digital Media focused on media supply chain and distribution related global media workflows, technologies, and processes. Just prior to joining AWS, Riordan was consulting with ION Media Networks, returning to his broadcast roots. Participating in two ATSC Planning teams, PT-6 / Global Recognition of ATSC 3.0, and PT-4 / Future Broadcast Ecosystem Technologies, he understands the value of the workloads that this body of standards represents, and is an ardent supporter of those who are on their ATSC 3 implementation journey.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Atheer Sabti

Global Video Solution Architect, Media & Entertainment, *Hewlett Packard Enterprises*

Atheer Sabti

Global Video Solution Architect
Hewlett Packard Enterprises

Atheer Sabti is a Global Video Solution Architect at HPE with over 20 years of experience in the technology and media industry, participating and contributing to achieve business growth and expansion by means of developing and researching solutions that address the business goals, demands, and opportunities.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Anne Schelle

Managing Director, *Pearl TV*

Anne Schelle

Managing Director
Pearl TV

Anne Schelle is Managing Director of Pearl TV, a business organization of 9 broadcast TV companies investing in forward-looking opportunities including NextGen TV (ATSC 3.0). Schelle has more than two decades of wireless and media industry experience. Anne was founder and President of APS Connex LLC, providing senior-level advisory to some of the nation's largest public media companies. She served previously as senior advisor to the NAB and as Executive Director of the Open Mobile Video Coalition. Schelle was also a founding management team member for several companies, including the nation's first commercial digital cellular network American Personal Communications, dba Sprint Spectrum and xDSL Networks. She is a past venture partner and CEO of Acta Wireless. She serves currently as board chair of the ATSC 3.0 Security Alliance (A3SA), as well as a board member of the Advanced Television Systems Committee (ATSC), WYPR, Maryland's Public Radio Station and the Wise Giving Alliance, Give.org. She formerly served as Vice Chairman of the Mobile Marketing Association's North American Board and founding Chair of its video committee and as a founding member of the advisory board of the Johns Hopkins Whiting School of Engineering for Professionals.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Lindsay Shelton-Gross

*Vice President, Marketing and Membership,
Intelligent Transportation Society of America (ITSA)*

Lindsay Shelton-Gross

Vice President, Marketing and Membership
Intelligent Transportation Society of America (ITSA)

Lindsay Shelton-Gross is Vice President, Marketing and Membership at the Intelligent Transportation Society of America (ITSA). She has over 20 years of experience in association and government sectors; including defense, broadcast television, healthcare, and transportation. Shelton-Gross leads ITSA's member development and communications, brand and event marketing, and strategic partnerships. Before joining ITS America, she directed engagement and development for the Association of Healthcare Philanthropy (AHP) and prior to AHP, she spent 11 years as the Director of Communications for the Advanced Television Systems Committee (ATSC), focusing on the ATSC Board of Directors, communications, events, and administration and operations. Shelton-Gross holds a BFA from James Madison University and certificate in Grant Writing. She is a member of WTS International, Washington Women in PR, American Society of Association Executives (ASAE), and is a volunteer with Remote Area Medical of Virginia.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Nathan Simington

Commissioner, Federal Communications Commission

Nathan Simington

Commissioner
Federal Communications Commission

Nathan Simington was nominated to serve as a Commissioner of the FCC by President Donald J. Trump. He was confirmed by the United States Senate in 2020. Commissioner Simington brings both private and public-sector experience to the Commission. Previously, he served as Senior Advisor at the National Telecommunications and Information Administration (NTIA.) In this role, he worked on many aspects of telecommunications policy, including spectrum allocation and planning, broadband access, and the US Government's role in the Internet. Prior to joining the Commission, he was senior counsel to Brightstar Corp., an international mobile device services company. In this capacity, he led and negotiated telecommunications equipment and services transactions with leading providers in over twenty countries. Prior to joining Brightstar, he worked as an attorney in private practice. Commissioner Simington is a graduate of the University of Michigan Law School. He also holds degrees from the University of Rochester and Lawrence University.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Peter Sockett

Director of Engineering and Operations,
Capitol Broadcasting Company

Peter Sockett

Director of Engineering and Operations
Capitol Broadcasting Company

Peter Sockett is the Director of Engineering and Operations for Capitol Broadcasting Company's television stations headquartered in Raleigh, North Carolina. He is responsible for leading and steering the technological needs of CBC thru the fast changing digital landscape and watching for the technological trends that his company and the industry need to be ready for. Sockett was instrumental in leading the first commercial HD-TV station, WRAL, into the era of non-linear, file based HD productions, IP delivery and IP-ENG. Career highlights include a total rebuild of the Capitol Broadcasting HD technical plant, launching the first non-linear HD newsroom, developing workflows for IP-ENG, implementing Mobile DTV and Mobile-EAS, creating the first 4K-HDR documentary produced at a local TV station and launching the first commercial, simulcast TV station using the ATSC 3.0 standard. He currently sits on the Board of Directors for the ATSC and is active in many areas of the ATSC 3.0 TG3 specialist groups including being the Chair of the ATSC 3.0 Advanced Emergency Alerting Implementation Team as well as being a steering committee member of the AWARN Alliance. Industry recognition includes 3 Emmy awards, Broadcasting and Cable's Technical Leadership Award, and Edward R. Murrow award and is a co-inventor in a patent for geolocation.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



John I. Taylor

Senior Vice President of Public Affairs,
LG Electronics USA

John I. Taylor

Senior Vice President of Public Affairs
LG Electronics USA

John I. Taylor is Senior Vice President of Public Affairs at LG Electronics USA, leading the company's external relations, government affairs and corporate communications initiatives. Active in digital television since the 1980s, Taylor is the long-time Communications Chairman for the Advanced Television Systems Committee and previously served two terms on the ATSC Board of Directors. He represents LG on the Video Division Board of the Consumer Technology Association, having chaired the board twice, in the 1990s and 2010s. Among many other industry activities, Taylor is a two-time Chairman of the CTA Communications Committee, former long-time Chair of the CTA Video Promotion Council and 4K Ultra HD Working Group, Chairman Emeritus of the Association of Home Appliance Manufacturers, and current Chairman of the AWARN Alliance. Previously, Taylor was Public Affairs Chairman of the Digital HDTV Grand Alliance (which developed the original ATSC 1.0 HDTV standard) and a charter member of the Academy of Digital Television Pioneers (and recipient of its Industry Leadership Award). He co-founded the DTV Transition Coalition.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Sang Jin Yoon

Senior Vice President of Business Development, *DigiCAP*

Sang Jin Yoon

Senior Vice President of Business Development
DigiCAP

Sang Jin Yoon is Senior Vice President of Business Development at DigiCAP, headquartered in Seoul, Korea. There, he oversees all businesses outside of Korea, and his focus is on regions that currently deploy ATSC 3.0 technologies or are testing ATSC 3.0 technologies for future deployment considerations. His product focus is on ATSC 3.0 studio side transport chain, DigiCaster, and receiver box, HomeCaster.

Before joining DigiCAP, Yoon was an executive and board member of a startup in the field of 3G and 4G wireless modules and application runtime environment, where he played a key role in taking the company IPO. Before joining the startup, Yoon was a software engineer at LG.



ATSC 2021 NextGen Broadcast Conference Washington D.C. • August 25-26, 2021



Tiffany Yu

*Broadcast Business Development Manager,
American Tower Corporation*

Tiffany Yu

Broadcast Business Development Manager
American Tower Corporation

Tiffany Yu serves as Broadcast Business Development Manager for American Tower, one of the leading providers of broadcast and wireless communications infrastructure. With more than three years in the business, she transitioned from marketing to her current position. As a newer member coming into the industry at a pivotal time, Yu is very interested in being an engaged member of the community.