



P O W E R E D B Y



ATSC 3.0 is now on-the-air in 45 markets, reaching more than 40% of U.S. TV viewers. 70 television models now come equipped with NEXTGEN TV electronics, and more are on the way.

OUR HISTORY

ATSC was formed in 1983 by the member organizations of the Joint Committee on Inter-society Coordination (JCIC): the Consumer Technology Association (CTA), the Institute of Electrical and Electronics Engineers (IEEE), the National Association of Broadcasters (NAB), the Internet & Television Association (NCTA), and the Society of Motion Picture and Television Engineers (SMPTE). For more information, visit www.atsc.org.

OUR MISSION

To create and foster implementation of voluntary Standards and Recommended Practices to advance terrestrial digital television broadcasting, and to facilitate interoperability with other media.

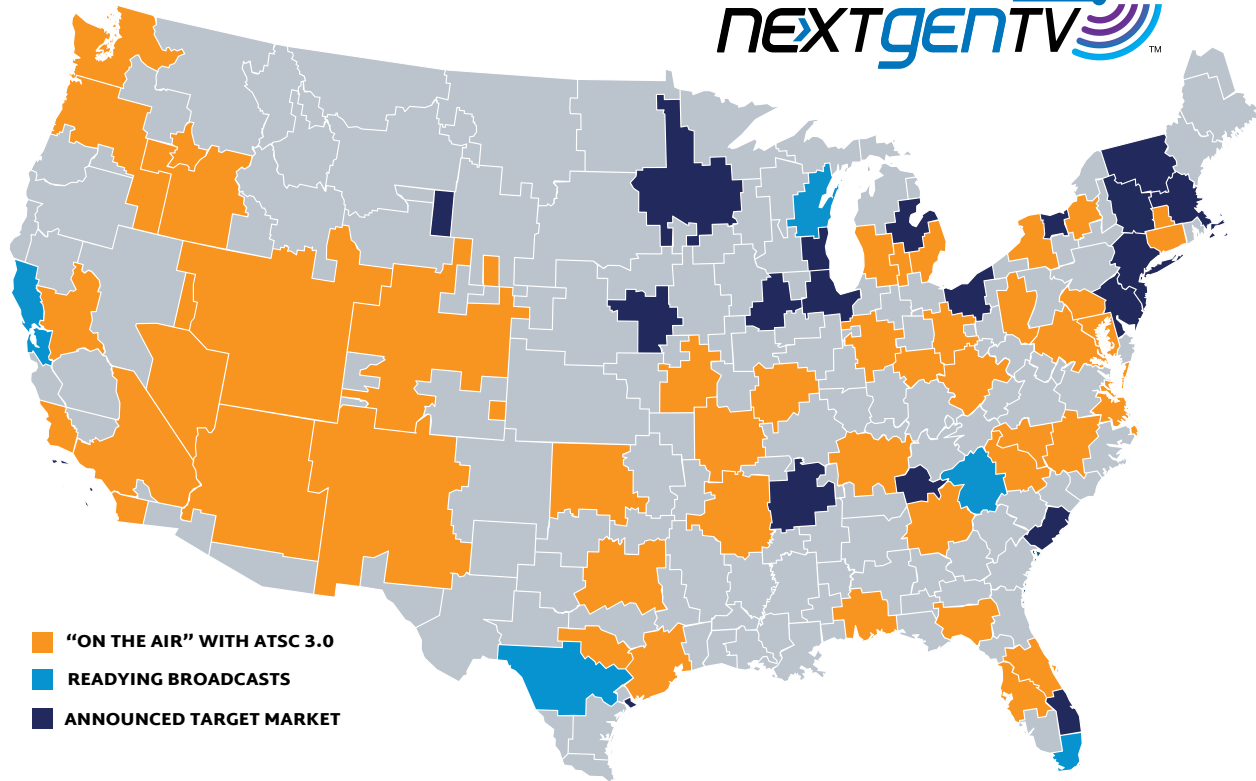


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- "ON THE AIR" WITH ATSC 3.0
- READYING BROADCASTS
- ANNOUNCED TARGET MARKET

NEXTGEN TV Deployment by Nielsen DMA*

Albany-Schenectady-Troy, NY
Albuquerque-Santa Fe, NM
Atlanta, GA
Austin, TX
Baltimore, MD
Boise, ID
 Boston, MA
Buffalo, NY
 Burlington, VT-Plattsburgh, NY
Charleston-Huntington, WV
 Charleston, SC
Charlotte, NC
 Chattanooga, TN
 Chicago, IL
Cincinnati, OH
 Cleveland-Akron, OH
Columbus, OH
Dallas-Fort Worth, TX
 Davenport, IA-Rock Island-Moline, IL
Denver, CO
Detroit, MI
East Lansing, MI
 Flint-Saginaw-Bay City, MI
Grand Rapids-Kalamazoo, MI
 Green Bay-Appleton, WI

Greensboro, NC
 Greenville-Spartanburg-Anderson, SC & Asheville, NC
Harrisburg, PA
Hartford-New Haven, CT
Houston, TX
Indianapolis, IN
Kansas City, KS-MO
Las Vegas, NV
Little Rock-Pine Bluff, AR
Los Angeles, CA
 Memphis, TN
 Miami-Ft. Lauderdale, FL
 Milwaukee, WI
 Minneapolis-St. Paul, MN
Mobile, AL-Pensacola, FL
Nashville, TN
 New York, NY
Norfolk-Portsmouth-Newport News, VA
Oklahoma City, OK
 Omaha, NE
Orlando-Daytona Beach-Melbourne, FL

Philadelphia, PA
Phoenix, AZ
Pittsburgh, PA
Portland, OR
 Providence, RI-New Bedford, MA
Raleigh-Durham, NC
 Rochester, NY
Sacramento-Stockton-Modesto, CA
Salt Lake City, UT
 San Antonio, TX
San Diego, CA
 San Francisco-Oakland-San Jose, CA
Santa Barbara-Santa Marie-San Luis Obispo, CA
Seattle-Tacoma, WA
Springfield-Holyoke, MA
Springfield, MO
St. Louis, MO
 Syracuse, NY
Tallahassee, FL
Tampa-St. Petersburg-Sarasota, FL
Washington, D.C.
 West Palm Beach-Ft. Pierce, FL

*Designated Market Area (DMA®) boundaries shown on this map have been provided courtesy of The Nielsen Company. DMA® is a registered service mark of The Nielsen Company. Markets in orange indicate that at least one ATSC 3.0 station is now transmitting/on-the-air. Markets in light blue indicate that the FCC application to transmit ATSC 3.0 for at least one station in the market has been submitted, and broadcasters are preparing to launch service. Markets in dark blue show where broadcasters have announced that they are working together to bring ATSC 3.0 service. Each Announced Target Market (in dark blue) will transition to Readying Broadcasts (in light blue) and then On-the-Air with ATSC 3.0 (in orange).

FAQs



1. WHAT IS NEXTGEN TV?

NEXTGEN TV (sometimes called ATSC 3.0) is the third generation of digital TV technology, and a giant technological step forward for TV viewers. It delivers stunning video with brilliant color, sharper images, and deeper contrast that'll make you feel like you're really there. And it's built with the Dolby Audio System for NEXTGEN TV, which intelligently enhances dialogue, maintains consistent volume as you change the channel, and literally moves around you as you watch TV.

When connected to the internet, NEXTGEN TV can merge broadcast TV with content from broadband sources. That means NEXTGEN TV will be enhanced with internet content to get the most out of live sports, live news, live events, and more—in real time. And with NEXTGEN TV, the TV you buy today is designed to be upgradeable with the advancements of tomorrow.

2. WHY DOES IT MATTER?

NEXTGEN TV is the biggest leap forward in TV in years and combines the benefits of broadcast with broadband TV viewing. Local broadcasters should be on-air with the new technology to reach most viewers in America within the next year.

3. HOW IS NEXTGEN TV DIFFERENT FROM WHAT YOU SEE ON BROADCAST TV NOW?

By merging over-the-air antenna TV with the internet, local stations will be able to personalize their news, sports, live events, and shows with interactive features that give viewers the content that's most relevant to them. Of course, features available on NEXTGEN TV will vary by broadcaster and by television as commercial service becomes available in local markets.

4. WHERE CAN I GET NEXTGEN TV?

Look for the NEXTGEN TV logo in the television section of your local store or from your favorite online retailer. Many new television sets from LG Electronics, Samsung, and Sony already come equipped to receive NEXTGEN TV. And more TV manufacturers are expected to jump aboard the bandwagon.

5. WHAT ELSE CAN ATSC 3.0 DO?

ATSC 3.0 can be considered Broadband Internet. In addition to great quality television, ATSC 3.0's IP backbone makes it perfect for "datacasting," i.e., delivering any type of data, such as classroom material for distance education, critical emergency information to first responders, map and traffic updates to vehicles, and much more.

6. HOW MUCH DOES IT COST TO WATCH NEXTGEN TV?

Just like current TV broadcasts, NEXTGEN TV will primarily be a free service for viewers. In the future, there may be major events that are available only on a pay-per-view basis.

7. DO I NEED AN ANTENNA?

Yes, you'll need an antenna to receive free, local channels that are broadcasting NEXTGEN TV. To purchase a high definition antenna, you can visit <https://www.antennasdirect.com>. Standards are also being developed so NEXTGEN TV channels can be delivered by cable providers.

8. DO I NEED INTERNET ACCESS?

While you can certainly receive NEXTGEN TV without being connected to the internet, most people who bring home a new NEXTGEN TV will connect it to broadband internet so they can enjoy the most immersive, rich entertainment experience possible. Plus, with an internet connection, NEXTGEN TV will be upgradeable as new features become available.



**FULL STEAM
AHEAD**



The ATSC 3.0 suite of broadcasting standards is designed with flexibility and the future in mind. Individual components can be updated as technology and the needs of broadcasters evolve.

INTERNATIONAL DEPLOYMENT AND INTEREST

ATSC 3.0 is not an “American” standard – it’s an international broadcasting standard. **South Korea** literally paved the road to ATSC 3.0, adopting its Ultra High-Definition (UHD) TV standard in 2016 and launching 4K ATSC 3.0 broadcasts in May 2017 that now reach over 70% of the South Korean population. **Jamaica** is planning a 2022 launch of ATSC 3.0 services. **India** is exploring ATSC 3.0 for direct-to-mobile services and broadcast traffic offload, while **Brazil** is considering ATSC 3.0 technology for its “TV 3.0” project. In **Canada**, Humber College is building its ATSC 3.0 5G lab, and **Mexico** is focused on distance education use cases.



ATSC MEMBERSHIP

ATSC is a membership organization with both voting and observer classes. Voting members include corporations, nonprofit organizations, and government entities that participate actively in the work of ATSC. Observers are individuals or entities not eligible to be voting members. Visit ATSC.org for membership details.

ATSC member organizations represent the broadcast, professional equipment, motion picture, consumer electronics, computer, cable, satellite, and semiconductor industries. ATSC also develops implementation strategies and supports educational activities on ATSC standards.

SIGN UP FOR “THE STANDARD”

Keep up to date with the latest ATSC activities by subscribing to “THE STANDARD” monthly electronic newsletter on ATSC.org.

LEARN MORE ABOUT ATSC 3.0

ATSC provides a host of resources to assist implementers of ATSC 3.0. Find links to classes, seminars, books, and manuals on ATSC.org.

CITY AND BROADCAST STATION SPECIFICS

For details about which specific cities have NEXTGEN TV service today, related stations, and the schedule for future launches, please visit www.watchnextgentv.com. Broadcast TV coverage areas for those local stations can be found on www.antennaweb.org or www.rabbitears.info