

CONFERENCE SCHEDULE

(most sessions require separate conference admission)

Sunday, April 16

11:30AM	Broadcasting in the 21st Century: Digital Evolution for U.S. Local Media	W210
11:30AM	SBE Technology Update (BEIT)	
12:10PM	Radio Over ATSC 3.0 Proof of Concept (BEIT)	W219
3:00PM	CTO Roundtable/ DTT Standards Convergence Panel (BEIT)	W216
3:00PM	Developing for ATSC 3.0 Through the PILOT NEXTGEN TV Fellowship at Howard University	W231
3:30PM	Opportunities of Convergence among Digital Television Transmission Standards (Panelist: Madeleine Noland, ATSC) (BEIT)	W216
4:00PM	The 4th Global Next Gen Broadcasting Conference (BEIT)	W223

Monday, April 17

10:00AM	Succeeding Beyond TV Broadcasting	W3421E
11:30AM	Measuring Up NextGen TV	W213
2:45PM	Ask the FCC: Senior Staff Roundtable (NEXTGEN TV and more)	W210

Tuesday, April 18

10:00AM - 11:00AM	C-Suite Insights: Monetizing NextGen Broadcast	W210
11:30AM - 12:30PM	What's Next for NEXTGEN TV	W210
1:00PM - 1:45PM	FCC Enforcement: Should You Be Worried?	W232
1:30PM - 1:50PM	Cybersecurity "Proof of Performance" for the Broadcast IT System (BEIT)	W216
3:00PM - 4:00PM	ATSC 3.0 Data Delivery to Automobiles: Momentum, Connecting the Dots, Commercial Roadmaps (BEIT)	W210
4:20PM - 5:00PM	NextGen TV Devices: Update on Progress, Challenges and Opportunities	W3421

ATSC In-Booth Hospitality

Sunday, April 16:

10:15AM

Ribbon Cutting followed by Breakfast sponsored by

resillion

formerly Eurofins Digital Testing

5:00PM

Reception sponsored by

SIGNAL
INFRASTRUCTURE GROUP

Monday, April 17:

4:00PM

Reception sponsored by



AMERICAN TOWER®

Tuesday, April 18:

4:00PM

Reception sponsored by



**ATSC Brazil
Implementation Team**

EXHIBITORS

WEST HALL

Allegro DVT, W1974 & W3443 -

ATSC BOOTH: Allegro DVT, the expert in digital TV testing and video codec solutions, showcases its HW based codecs and its NEXTGENTV Testing Solutions with Labwise.

Amazon Web Services, W1702:

Channel Layout and distribution.

Anywave Communication

Technologies, W1853: Showing new ATSC 1.0/3.0 exciter - with RF input to enable 3.0 translators, liquid cooled & Marble low/medium power transmitters, gap fillers, & more!

ATBiS, W2167: Broadcast Solution & Media Service Provider. See our Reliability!

Ateme, W1517:

Ateme demos: ATSC 1.0 and 3.0 solutions supporting all HDR formats, including HDR10+; NextGen Statmux for greater efficiency & higher quality.

ATSC Tower Network Implementation Team 5, W3443 - ATSC BOOTH:

The ATSC Tower Network Implementation Team (IT-5) aim is to design, implement, test, validate, and demonstrate the Inter-Tower Communications Network (ITCN). ITCN is designed to link all broadcast towers to form a Tower Communications Network (cluster) for control, monitoring, data communication, localized datacast and broadcast services, as well as signal distribution to SFN transmission towers, and inter-networking with cloud, Broadcast Core-Network, and other IP networks.

Avateq Corp., W3452: Advanced ATSC 3.0 RF Layer Analyzers, software based ATSC 3.0 STLTP Analyzer, ATSC 3.0 MIMO Receiver.

CeWi Networks, W3443 - ATSC BOOTH:

CeWi Networks will be conducting live demonstrations of a small, self contained, Bluetooth-enabled, ATSC 3.0 mobile receiver.

Coherent Logix, W3443 - ATSC BOOTH:

Coherent Logix is helping shape the future of dynamic operations of the ATSC 3 air chain. Stop by to see what we are doing with System Manager and revenue generating developments.

Crown Castle, W3443 - ATSC BOOTH:

Learn how Crown Castle's enhanced Video Transport solution keeps you ahead of the competition with more flexibility and control over your video delivery.

D2D Technologies, W3949:

Please stop by our booth W3949 to see our latest ATSC3 offerings including Automated Ad Insertion, Signaling Server/Gateway, Receivers, and Encoders.

DekTec, W1429: ATSC3.0 portable test modulator and probe with RF and content analysis.

Digital Alert Systems, W2712:

Flexible Emergency Messaging Systems for Radio/TV.

WEST HALL

DS Broadcast, Inc., W2459: ATSC 3.0 Encoder, ATSC 3.0 IRD.

DTV Innovations LLC, W3843: ATSC 3.0 in a box. New Kraken platform, receive TS from IP, satellite or terrestrial, and convert it to ATSC 3.0 signal. OX-1 for STLP over SRT/RIST.

ENENSYS Teamcast Inc, W2128: ENENSYS will unveil its all-in-a-box solution for broadcasting linear TV and datacasting services over ATSC3.0, and present its monitoring solution.

Fincons Group, Connect Experience Zone W2067 + W3443 - ATSC BOOTH: Rights Management and Programming, Reimagined content supply chain, Cross-platform and targeted advertising, Digital and OTT, NextGen TV and DA1.

Freecast, Inc., W3443 - ATSC BOOTH & West Hall: Connect Experience Zone OTT/OTA Integration Solutions.

Gaian Solutions, W3443 - ATSC BOOTH: Want to get to real business with NextGenTV? Presenting Mobius, the Low Code DTaaS, that unlocks the true value of ATSC 3 Spectrum and Network.

GatesAir, W2833: For 100+ years GatesAir has provided industry-standard OTA solutions for radio & TV broadcasters, including ATSC 3.0-ready transmitters & AVoIP STL codecs.

Harmonic, W2801 + W3443 - ATSC BOOTH: Powering the latest innovations and streamlining current workflows, Harmonic is committed to guide the ATSC transformation with future-proof solutions.

Hewlett Packard Enterprise, W3473 + W3443 - ATSC BOOTH: HPE is about accelerating the shift to IP and virtualization, driving innovation/customer engagement, operations efficiencies across broadcast network.

LPTV Broadcasters Association, On Sunday, 4/16, the LPTVBA will have a 2 pm members only meeting on deploying ATSC 3.0 and showcasing receivers.

Media Panache, LLC, W4044: Media Panache is showcasing their all-in-one platform for broadcast TV stations along with their innovative new form of advertising, Overlay Ads.

PBS North Carolina, W4107: Digital Paging over Public Broadcasting.

Pearl TV, W3443 - ATSC BOOTH: Focusing on the NEXTGEN TV “look for the logo” program, Pearl is showcasing HDR, IP delivery, antenna options and upgrade accessory devices.

The NEXTGEN TV logo indicates a device certified to take full advantage of the capabilities of next-generation broadcasting

Resillion (formerly Eurofins Digital Testing), W3443 - ATSC BOOTH: ATSC 3.0 conformance specialists showing CTA NEXTGEN TV Logo and A3SA Test Suites; Tools to assure device and application interoperability.

Saankhya Labs Private Limited, W3443 - ATSC BOOTH: Live Demonstration of Data Distribution as a Service (DDaaS) & Direct To Mobile (D2M) Broadcast

- Emergency Alerts
- Remote Education
- FOTA/SOTA

Shift2Stream, W3443 - ATSC BOOTH: Next Generation TV Services with the Vélo™ broadcast/broadband consumer receiver.

Sinclair / ONE Media, W3443 - ATSC BOOTH: Sinclair/ONE Media will be demonstrating the following:

- Broadcast Application + Advanced Emergency Information
- High Dynamic Range - Improving Viewer Experience
- Watermarking - Launching NextGen Broadcast App
- Datacasting - Automotive Entertainment Services

Sony Electronics, W3443 - ATSC BOOTH: ATSC 3.0 datacasting with Repair Flow.

Suitelife Systems, W1872: SLS has built “Axess” Remote Site Orchestration software to interface and centralize site Data.

Tata Communications, W2429: Network and cloud infrastructure customized for your content.

Televes USA, TRedess, GSertel, W2567: ATSC 3.0 Transmitters, SFN Gap-Fillers, ATSC 3.0 Test and Measurement equipment, Advanced OTA receiving solutions.

Telos Alliance, W3766: Telos Alliance provides complete audio solutions for ATSC 3.0 and 1.0. This includes loudness control, upmixing, watermarking, and Dolby® encoding.

TitanTV, Inc., W3451: Be an ace at Schedule Maintenance and Reporting Efficiency with MediaStar 4, a 2022 NAB Show Product of the Year!

Tolka, W2467: Tolka ATSC 3.0 Software Stack for TVs and set-top-boxes and other solutions including one-way advanced advertising and content protection.

Triveni, W3251: Triveni will be showcasing our latest innovations for NextGenTV. These include:

- A3SA decryption capability for StreamScope
- ATSC 3.0 Translator
- LPTV bundle with encoding and broadcast Chain
- Datacasting with a variety of applications
- Full redundancy

UniSoft Corporation, W3966: ATSC 1.0/3.0 datacasting for digital signage ads, medical kiosks & remote learning. ATSC 3.0/NextGenTV delivery system. ATSC 3.0 Apps including AEA.

VBox Communications, W3421: VBox Communications cost effective products, deliver essentials for ATSC3.0 broadcast reception, recording and streaming in accordance to the standard.

V-Nova, West Hall - Connect Experience Zone W3074 & W3075: Showcase featuring demos of MPEG-5 LCEVC in Encoders, Video SOCs & TVs, Platforms & Players, and VR/XR, powered by several LCEVC supporting companies.

CENTRAL HALL

Fraunhofer, C3529: MPEG-H Audio is mandatory for Brazil’s TV 3.0 system. We present a live workflow for seamless ad-insertion, accessibility and personalization.

Hitachi Kokuasi Electric America, C6117: The CDS (Comark Digital Services) group of Hitachi integrates technology and software solutions for end-to-end implementation of ATSC 3.0 deployments.

MYT Works, Inc., C7835: Innovative camera motion technology & equipment, particularly the first-ever portable camera checkout system.

NORTH HALL

IEEE Broadcast Technology Society, Outside North Hall: Member services and benefits and goals of IEEE BTS.

Society of Broadcast Engineers, North Hall Central Lobby LN4: Broadcast Engineering Certification and Education.

