Broadcast TV.

ROXi powered by FastStream. The world’s first interactive music channel on
70 TV/radio master antenna systems and a full suite of services to help keep
including the largest selection of tall broadcast towers. We offer approximately
American Tower is a leading provider of broadcast and wireless
equipment, Advanced OTA receiving solutions from state of the art antennas
Televes Corporation
Stavix
ATSC 3.0 opens the door to new revenue opportunities through datacasting.
AV content for Broadcast • Only Audio content • Emergency Alerts and
3.0 native high-power transmitter designed to meet the ever-evolving
Visit Rohde & Schwarz at booth SU4039 as we showcase our new ATSC
A next-gen CDN leveraging one-to-many distribution for incredible cost
Digital Alert Systems W3920
Advanced Emergency Information (AEI) on ATSC 3.0 & ATSC 1.0 datacasting of
e illuminate, seamless ad insertion, and minimized production costs
Harmonic, Inc. W2831
ATSC3, ATSC5, Split Signal, OTT in One Box; Dolby Upmix; VVC Encoding;
Satellite Distribution with Edge Playout; Cloud Distribution with HLS or SRT
Heartland Video Systems W2674
HVS is showcasing our ATSC 3.0 implementation, project management, and
support services
Hitachi Kokusai Electric America Central 4516
The CDS (Comark Digital Services) group of Hitachi integrates technology and
software solutions for end-to-end implementation of ATSC 3.0 deployments
IEEE Broadcast Technology Society W4430
The LA-5300 is a total audio solution for both ATSC 3.0 and 1.0. It offers
loudness control, upmixing, watermarking, and Dolby AC-4 and AC-3 encoding
Telos Alliance Central 1808
The LA-5300 is a total audio solution for both ATSC 3.0 and 1.0. It offers
loudness control, upmixing, watermarking, and Dolby AC-4 and AC-3 encoding
TitanTV, Inc W3259
TitanTV's award-winning MediaStar scheduling tool continues to evolve to
incorporate the enhanced set of available ATSC 3.0-specific features such as,
"Start Over" capability, VOD flags, HDR, E/I Code flags, EIDR, and other unique
program-level identifiers
TTSQ W3767
Broadcast Transmitters, SFN Gap-Fillers, Test Equipment, Monitoring
Equipment, OTA Antennas and distribution solutions
Triveni Digital W3051
ATSC 3.0 product line expands with a new suite of solutions to streamline
and monetize NEXTGEN TV service delivery: Streamspace XM Monitor and
Enterprise, ATSC 3.0 Translator, Datacasting, and full redundancy
Verance Private meeting room
Verance audio + video watermarks to reach 100% of HDMI & 1.0 homes. 3.0
& Generative AI.

Anywave Communication Technologies W3757
ATSC 3.0 signal chain - encoder, signaling server, gateway, exciter, and
Airwavz receiver. TV transmitters – liquid/air, UHF and VHF I & III. ATSC 3.0 translator live demo
ATBIS W3510
ATBIS provides Digital Broadcasting/Streaming solutions for IP Streaming to
ATSC 3.0 field. We are working with overseas partners in the USA, Canada,
Europe and India. In Korea, our products and solutions have been positioned in
the broadcasters all over the country
Avaeteq Corp. W3354
Explore intelligent engineering solutions for ATSC 3.0 broadcast with cutting-
edge RF Signal Analyzers, MIMO Rx, STLTP Analyzer, and state-of-the-art
Broadcast Positioning System
Blockcast W3921E
A next-gen CDN leveraging one-to-many distribution for incredible cost
savings and efficiency
Digital Alert Systems W3920
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& Generative AI.

ATSC Booth - West Hall 3056
ADTH W3056 (ATSC Booth) upgrade accessory device
Advanced HDR by Technicolor W4007 + W3056 (ATSC Booth)
High Dynamic Range Video for Any Content, Any Time, Anywhere. HDR creation &
distribution on 24/7 NEXTGEN TV video broadcast and streaming, demonstrating:
• Single-stream SDR/HDR distribution • Uncompromised HDR & SDR with automated single master workflow • Low bandwidth streaming with ETSI SL-HDR technology • 10-bit and 8-bit encoded HDR distribution without artifacts
CeWi Networks W3056 (ATSC Booth)
CeWi is introducing “Carousel”, a small portable ATSC 3.0 receiver, designed to function as a “set top box” for mobile devices. Sample devices and live demos will be available
Fincons Group W2607 + W3056 (ATSC Booth)
Rights Management, Programming, Reimagined Content Supply Chain, Cross-
platform and targeted adv; Digital and OTT, NextGen TV, DAI, AI for Media
GameLoop W3056 (ATSC Booth)
GameLoop: Innovative NextGenTV free game channel demonstrating the promise of ATSC 3.0's interactive broadcast IP capabilities
Hewlett Packard Enterprise (HPE) W3056 (ATSC Booth)
Demonstrating the Broadcast Core Network which enables dynamic allocation and use of the ATSC 3.0 spectrum for delivery of new services to enterprise such as manufacturing, warehouse/retail distribution, public safety and digital signage applications. Data services provide needed diversification in the Broadcaster’s business generating new revenue streams.
Mirakulo W3056 (ATSC Booth)
Mirakulo: Innovating Digital TV with Dynamic Advertising & Hybrid TV solutions. Customized embedded software for cutting-edge business models
NexusConnect W3056 (ATSC Booth)
NexusConnect marketplace is a dynamic ecosystem that brings together
industry players to create, share, and monetize innovative applications and
services for NextGenTV. It serves as a hub for broadcasters, content creators,
advertisers, and technology providers to collaborate and deliver immersive,
interactive, and personalized experiences to viewers.
Pearl TV W3056 (ATSC Booth)
RUN3TV, a pioneering TV Web Platform, bridges the gap between traditional
broadcast and digital media, introducing groundbreaking OTA broadcast features like Velope’s “Start Over” and Play Anywhere’s platform to watch, play, bet, and buy in real time. Discover how we’re not only enhancing viewer engagement but also unlocking new monetization opportunities for content creators and broadcasters.
Rhode & Schwarz South Upper 4039 + W3056 (ATSC Booth)
Visit Rhode & Schwarz at booth SU4039 as we showcase our new ATSC
3.0 native high-power transmitter designed to meet the ever-evolving
requirements of the broadcast industry.
ROXi W3056 (ATSC Booth)
ROXi powered by FastStream. The world’s first interactive music channel on
Broadcast TV.
Saankhya Labs Private Limited W3056 (ATSC Booth)
Live Demonstration of Direct To Mobile (DTM) Broadcast • Live and OTT
AV content for Broadcast • Only Audio content • Emergency Alerts and
notifications • Remote Education • FOTA/SOTA • Enhanced GPS
Sinclair/ONE Media W3056 (ATSC Booth)
ATSC 3.0 opens the door to new revenue opportunities through datacasting.
Broadcasters will be able to deliver new services, such as automotive, enhanced
location capability, and other data services that can readily be monetized.
Stavix W3056 (ATSC Booth) NEXTGEN TV upgrade accessory device
Televies Corporation W3767 + W3056 (ATSC Booth)
ATSC 3.0 Transmitters, SFN Gap-Fillers, ATSC 3.0 Test and Measurement
equipment. Advanced OTA receiving solutions from state of the art antennas to
MDU distribution systems.
Velo W3056 (ATSC Booth) NEXTGEN TV upgrade accessory device
ZapperBox W3056 (ATSC Booth) NEXTGEN TV DVR upgrade accessory device
Zinwell W3056 (ATSC Booth) NEXTGEN TV upgrade accessory device
Airwavz.tv W3757
ATSC 3.0 signal chain - encoder, signaling server, gateway, exciter, and
Airwavz receiver. TV transmitters – liquid/air, UHF and VHF I & III. ATSC 3.0 translator live demo
American Tower W2675
American Tower is a leading provider of broadcast and wireless
communications infrastructure, with a tower portfolio of over 42,000 sites,
including the largest selection of tall broadcast towers. We offer approximately
70 TV/radio master antenna systems and a full suite of services to help keep
broadcast customers on air, including site monitoring and maintenance
A variety of conference sessions will cover the many elements of the ATSC 3.0 standard in Las Vegas this year, from pre-show engineering sessions through events at the Las Vegas Convention Center and beyond. Separate admission is required for conference sessions.

### Thursday, April 11 and Friday, April 12

**Public Media Venture Group Pre-Show TechConnect ’24 Conference**
TechConnect ’24 focuses on RF, online tech, and business opportunities and innovation for technologists and executive leaders.

### Saturday, April 13

<table>
<thead>
<tr>
<th>Session</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATSC 3.0 and Wireless Emergency Alerting - A Great Match</td>
<td>11:30 AM - 11:50 AM PT</td>
<td>W222-W223</td>
</tr>
<tr>
<td>Applications of ATSC 3.0 Technology</td>
<td>11:30 AM - 12:30 PM PT</td>
<td>W222-W223</td>
</tr>
<tr>
<td>Translators for ATSC 3.0</td>
<td>12:10 PM - 12:30 PM PT</td>
<td>W222-W223</td>
</tr>
<tr>
<td>NAB’s Broadcast Positioning System (BPS) Project Update and Lessons Learned from Market Trial</td>
<td>2:00 PM - 2:30 PM PT</td>
<td>W220-W221</td>
</tr>
<tr>
<td>IEEE BTS: ATSC 3.0 Business Case and Monetization</td>
<td>3:00 PM - 4:00 PM PT</td>
<td>W220-W221</td>
</tr>
</tbody>
</table>

### Sunday, April 14

<table>
<thead>
<tr>
<th>Session</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast Positioning System (BPS) - Why it Matters to Broadcasters</td>
<td>11:00 AM - 11:30 AM PT</td>
<td>W231-W232</td>
</tr>
<tr>
<td>ATSC 3.0 Broadcast Positioning System (BPS) Seminar Outcomes</td>
<td>11:30 AM - 11:50 AM PT</td>
<td>W222-W223</td>
</tr>
<tr>
<td>ATSC 3.0 Broadcast Positioning System (BPS) Mesh Network</td>
<td>11:50 AM - 12:10 PM PT</td>
<td>W222-W223</td>
</tr>
<tr>
<td>NEXTGEN TV: Merging Streaming and OTA for Unprecedented Reach</td>
<td>2:00 PM - 2:30 PM PT</td>
<td>W3943 Connect Zone Theater</td>
</tr>
<tr>
<td>Monetizing the Future Today: A New Era of TV Service and Measurement Brought By NEXTGEN TV</td>
<td>3:45 PM - 4:15 PM PT</td>
<td>Beethoven, Encore Hotel</td>
</tr>
</tbody>
</table>

### Monday, April 15

<table>
<thead>
<tr>
<th>Session</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing for ATSC 3.0 Through the PILOT NEXTGEN TV Fellowship</td>
<td>2:15 PM - 2:45 PM PT</td>
<td>W231-W232</td>
</tr>
<tr>
<td>The Convergence Opportunity for ATSC 3.0 and 5G NR Multicast Broadcast Service</td>
<td>3:00 PM - 3:20 PM PT</td>
<td>W222-W223</td>
</tr>
<tr>
<td>The Evolution of Broadcast Delivery through ATSC 3.0</td>
<td>3:15 PM - 3:45 PM PT</td>
<td>W108-W109</td>
</tr>
</tbody>
</table>

### Tuesday, April 16

<table>
<thead>
<tr>
<th>Session</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATSC 3.0 for Station Executives and Managers: Discussion Den</td>
<td>9:00 AM - 9:30 AM PT</td>
<td>W231-W232</td>
</tr>
<tr>
<td>CDN Offload via Hybrid Delivery over ATSC 3.0 for Video Streaming</td>
<td>1:30 PM - 1:50 PM PT</td>
<td>W220-W221</td>
</tr>
<tr>
<td>ATSC 3.0 Broadcast Core Networks: Serving Diverse Use-Cases Across a Heterogeneous Broadcast and Supplier Ecosystem</td>
<td>3:30 PM - 4:00 PM PT</td>
<td>W220-W221</td>
</tr>
</tbody>
</table>

Reception events are planned in the ATSC booth (W3056) on Sunday, Monday, and Tuesday afternoons.

**SUNDAY, APRIL 14TH**
from 5:00-6:00 PM PT: Reception hosted by American Tower, including the official ATSC Ribbon Cutting

**MONDAY, APRIL 15TH**
from 4:00-5:00 PM PT: Reception hosted by Fincons

**TUESDAY, APRIL 16TH**
from 4:00-6:00 PM PT: Reception hosted by the ATSC International Implementation Teams