Value Delivered: Our Recent Impact

January-April 2025
ATSC Periodic Report

At ATSC, standards development is truly a team sport - built on collaboration, commitment, and a shared vision for the future of broadcasting. The progress reflected in this quarterly report is the result of focused, collective effort from our members, whose expertise and dedication continue to drive meaningful industry impact. With an unwavering eye on operational efficiency, we ensure that every resource is strategically directed toward initiatives that serve ATSC member priorities. From groundbreaking updates to core standards and expanded international outreach to the ongoing advancement of ATSC 3.0 capabilities, this report outlines how our recent work is delivering real value to your organization and the industry at large.

"Thank you, ATSC members, for your extraordinary efforts in the first quarter to enable a more connected world that unlocks the full potential of broadcasting. Not since the early days of ATSC 3 development have I seen such high levels of enthusiasm, engagement and activity by ATSC members. Let's keep the momentum going, focused on ATSC's mission: to empower the broadcasting ecosystem through innovation and collaboration."
-    ATSC Board Chairman John I. Taylor

Standards Work Published
Four updated Standards:
- A/324:2025-04, "Scheduler / Studio to Transmitter Link"
- A/331:2025-02, "Signaling, Delivery, Synchronization, and Error Protection"
- A/331:2025-02, "Service Announcement"
- A/344:2025-02, "ATSC 3.0 Interactive Content"

One new Standard: A/345:2025-02, "VVC Video"
One updated Recommended Practice: A/327:2025-02, "Guidelines for the Physical Layer Protocol"

What's on the docket in the months ahead: Work expected to be completed this year includes the annual revision of A/300, "ATSC 3.0 System," which will result in updates to references in all 23 Standards and all10 Recommended Practices. A revision of A/344, the "ATSC 3.0 Interactive Environment" standard, is expected this year, along with a new Recommended Practice on the ATSC 3.0 Interactive Environment. Maintenance work is underway on the A/331 "Signaling, Delivery, Synchronization, and Error Protection" standard and will continue throughout the year as needed.

Standards downloads/views: 2024 ~37,000

"Technology Group 3 (TG3) is responsible for the ATSC 3.0 standards. The group is busy adding new capabilities to reflect needs identified by our growing international base, making improvements based on experience gained in deployment, and creating means for managing

*regional and other differences in deployment. Current major projects include: the **B2X (Broadcast to Everything)** system, the **Broadcast Core Network, Digital Radio Mondiale,** and **Recommended Practice for Redistribution of ATSC 3.0** by cable and other MVPDs."*
- Technology Group Chairman Dr. Paul Hearty

Relations with International Agencies:
1. International Telecommunication Union Radiocommunications (ITU-R) Sector Membership Application: Building on ATSC experts' existing activity in ITU-R, ATSC has applied for its own membership in ITU-R, which would permit ATSC to have official status as an organization and participate in discussions related to developing technical standards for radiocommunications.
   - Potential contributions for 2025-26 to ITU-R SG6:
     o Transition to Second-Generation DTTB (digital terrestrial television broadcasting) Services
     o New and developing ideas and technologies that could be applied to broadcasting
     o Digital broadcasting to areas with low levels of broadband infrastructure
     o Global harmonization of specifications

   - ATSC will continue seeking areas for potential collaboration with the ITU, and may suggest such initiatives as working to build collaboration with ITU EWS (Early Warning Systems) on geo-targeted and interactive early warning information.

2. ATSC 3.0 and 3GPP technologies could work together through collaboration among shared stakeholders to explore synergies like 5G Broadcast, B2X, and core network integration.
3. Organization of American States Inter-American Telecommunication Commission's CITEL PCC.II work: ATSC President Madeleine Noland is the Chair of the Working Group on Broadcasting whose mandate is to promote the planning, harmonization and coordination of the spectrum used for broadcasting service in Region 2, its efficient use and the introduction of new technologies.

Implementation / Deployment Update
1. **Countries that have deployed and/or adopted ATSC 3.0**: South Korea, United States, Jamaica, Trinidad and Tobago, and Brazil.
2. **Countries Planning and Testing ATSC 3.0**: India (on-air with ATSC 3.0 experimental licences for direct-to-mobile service), Canada (on-air with experimental licences for R&D and smart city applications), Mexico (applying for experimental licenses for distance education)
3. **Targeted Outreach:** ATSC members and leadership have identified key regions for outreach: Latin America (via CITEL, SET Expo, CAPER, IAB/AIR); Central Asia (developing contacts via SBE); Southeast Asia (via BroadcastAsia, ABU); Africa (via AUB) and Caribbean (via CBU, IT-7).

Business Advisory Council's Vision 2035 Survey
– This fact-finding project to is expected to help guide a 10-year ATSC roadmap for the development of standards and technology that will define the future of broadcasting solutions for the benefit of the broadcast ecosystem. This survey ensures that stakeholders have significant input in defining ATSC's next generation of standards and its priorities.

Communications Campaigns are Making Headlines
1. Published White paper Highlighting Technical Benefits of ATSC 3.0

2. Interviews: Glenn Dickson, TV NewsCheck, Phil Kurz, TV Technology, Mike O'Rielly, former FCC Commissioner and host of *TMT with Mike O'Rielly*
3. Presentations at industry events:
   - Michigan Association of Broadcasters, February 25-26
   - NABA AGM, March 4
   - SMPTE Rocky Mountain Chapter, March 25
   - NAB Show: 23 sessions featuring ATSC 3.0/NEXTGEN TV, April 6-9
   - SBE/Ennes Presentation, April 5
   - SET:30 Keynote April 6
   - Rohde & Schwarz Keynote, April 7
   - Hosted U.S. Congressional Staffers and Commissioner Gomez at the ATSC Booth
4. News Articles/Posts: 39
5. Press Releases: 14
6. LinkedIn Post Impressions: ~10,000 per month

Recent and Upcoming Events – Growing Our International Footprint (May – August)

- **WAVES Conference**
  Mumbai, India | **May 1–4**
  Presentation on Revolutionizing Content Delivery: Promise of Next Generation Broadcasting.
- **BroadcastAsia**
  Singapore | **May 27–29**
  Presentation, onsite research, and networking opportunities.
- **Annual ATSC NextGen Broadcast Conference**
  Washington, D.C. | **June 12–13**
  Participation and insights on the future of broadcasting.
- **Caribbean Broadcasting Union General Assembly**
  Bridgetown, Barbados | **August 18–20**
  Presentation and exhibition showcasing innovations and collaborations.
- **SET Expo**
  São Paulo, Brazil | **August 18–21**
  Presentation, exhibit, and extensive networking focused on Brazil's next-gen TV standard.