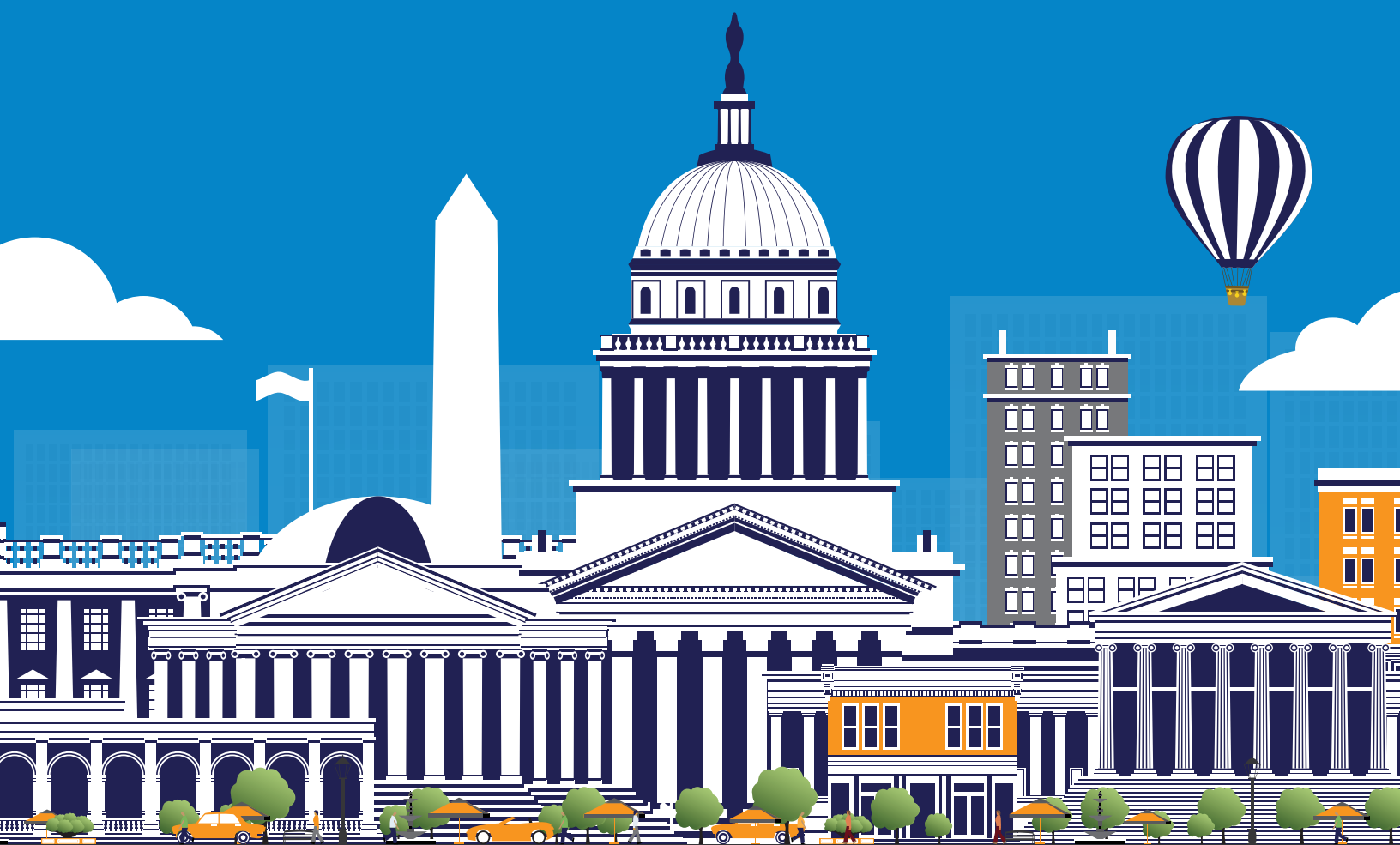




The Broadcast[®]
Standards
Association

2026 NextGen Broadcast Conference



Washington, D.C. | June 2-3, 2026

Life's Good.

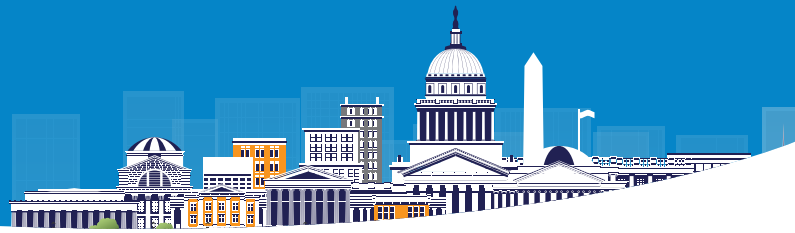


HERE'S TO THE FUTURE OF BROADCASTING

Congratulations and thanks to ATSC,
The Broadcast Standards Association,
for hosting a terrific 2026 ATSC
NextGen Broadcast Conference!

LG Electronics USA

ATSC 3.0 pioneer and fellow
next-gen ecosystem stakeholder



We're pleased to welcome you to the ATSC NextGen Broadcast Conference as we return to Washington, D.C. at a defining moment for the future of broadcasting.

As policymakers, broadcasters, manufacturers, technology companies, and public interest stakeholders continue important discussions about accelerating the ATSC 3.0 transition in the United States, the industry is simultaneously demonstrating real momentum in deployment, innovation, and international adoption. From expanding NEXTGEN TV services and new receiver solutions to advances in datacasting, emergency information, position/navigation/timing technologies, and hybrid broadcast-broadband delivery, **ATSC 3.0 continues to evolve into a powerful communications platform for the future.**

This year's conference program reflects both the opportunities and the realities of this seminal moment. Sessions will explore the next phase of deployment in the U.S., including discussions about the "leaving the lighthouse" process, overcoming transition roadblocks, expanding the device ecosystem, and improving accessibility and affordability for consumers. We will also hear how broadcasters and technology innovators are leveraging ATSC 3.0 for enhanced emergency communications, "BPS" (Broadcast Positioning System) initiatives, cloud-based architectures, AI-enabled workflows, and converged 5G and broadcast services. And we'll hear updates from markets around the world, including Brazil's implementation efforts, the latest updates from Korea, Caribbean deployments, and emerging opportunities across India and other regions seeking scalable, future-ready broadcast solutions.

The conference also spotlights how broadcasters are adapting to a rapidly changing media environment. Discussions on connected television, FAST channels, streaming integration, advanced advertising, and "B2X" (Broadcasting to Everywhere) architectures will demonstrate how ATSC 3.0 can complement and strengthen the broader media ecosystem while enabling new business models and services beyond traditional television.

As always, a highlight of this annual gathering is the opportunity to recognize individuals whose leadership and technical vision continue to move the industry forward. We are proud to celebrate the 2026 recipients of the Bernard J. Lechner Outstanding Contributor Award and the Mark Richer Industry Leadership Medal for their impactful contributions to the advancement of technology and standards development.

Most importantly, **we hope this conference provides an opportunity to reconnect with colleagues, exchange ideas, and help shape the future of broadcasting together.** The conversations taking place here this week will influence not only the continued evolution of ATSC 3.0, but also the expanding role of broadcast technology in serving viewers, communities, industries, and nations around the world.

On behalf of the Board of Directors and staff of the Broadcast Standards Association, we hope you enjoy this year's conference as much as we at ATSC enjoy bringing it to you. Here's to building the future of broadcasting together!

John Taylor,

ATSC Board Chairman

Madeleine Noland,

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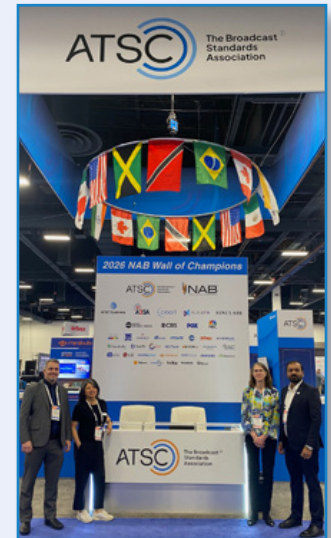
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Bernard J. Lechner Outstanding Contributor Award

The Lechner Award is bestowed once a year to an individual representative of the membership whose technical and leadership contributions to ATSC have been invaluable and exemplary. The title of the award recognizes the first recipient, the late Bernard Lechner, for his outstanding service to the ATSC. Lechner was the retired Staff Vice President, Advanced Video Systems of RCA Laboratories.

SCAN TO LEARN MORE ABOUT THE LECHNER AWARD



Mark Richer Industry Leadership Medal

Named for the legendary former ATSC president who led the organization for two decades spanning both ATSC 1.0 and ATSC 3.0, the Mark Richer Industry Leadership Medal recognizes an individual or team that demonstrates exemplary leadership in advancing the mission of ATSC and epitomizes the vision, tenacity and leadership qualities that were the hallmark of his leadership.

SCAN TO LEARN MORE ABOUT THE RICHER MEDAL





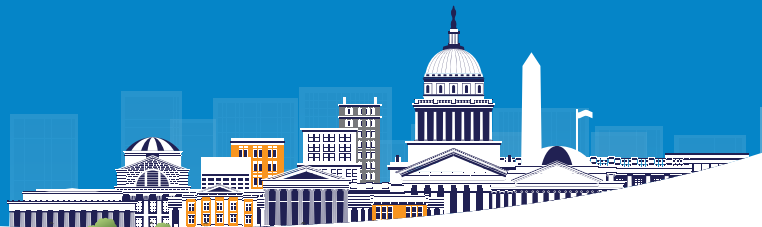
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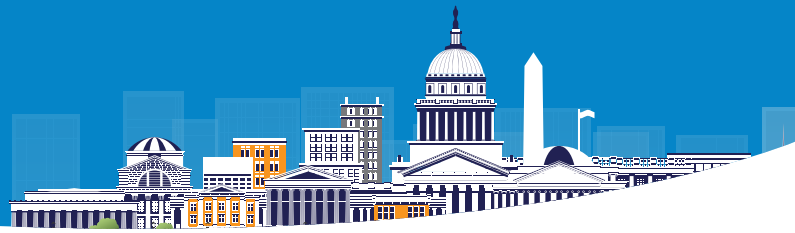
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DAY 1: June 2, 2026 (Open to all)

8:00 A.M.	REGISTRATION / BREAKFAST
9:00 A.M.	<p>SESSION 1</p> <p>Opening Remarks Setting the stage and convening the 2026 Conference.</p> <ul style="list-style-type: none"> • John Taylor, <i>LG Electronics & Chair, ATSC Board of Directors</i> • Madeleine Noland, <i>President, ATSC</i> <p>Keynote Address ATSC President Madeleine Noland chats with NAB CEO Curtis LeGeyt.</p> <ul style="list-style-type: none"> • Curtis LeGeyt, <i>President & CEO, National Association of Broadcasters</i> <p>Better TV How ATSC 3.0 is already improving the television viewing experience.</p> <ul style="list-style-type: none"> • Bill Hague, <i>Magid (MODERATOR)</i> • Skip Flenniken, <i>Sinclair Broadcast Group</i> • Rob Folliard, <i>Gray TV</i> • Jason Quinn, <i>KNME</i>
10:30 A.M.	BREAK (Sponsored by Gates Air)
11:00 A.M.	<p>SESSION 2</p> <p>Beyond TV, Part 1: Datacast Development ATSC 3.0 is being put to use around the world as a service-delivery platform.</p> <ul style="list-style-type: none"> • Lynn Claudy, <i>NAB (MODERATOR)</i> • Joe Fabiano, <i>EdgeBeam Wireless</i> • Vern Fotheringham, <i>Castanet</i> • Stanley Park, <i>CAST.ERA</i> • Erin Ruttan, <i>Univ. of Calgary</i> <p>Beyond TV, Part 2: BPS Progress An overview of the Broadcast Positioning System and its current status.</p> <ul style="list-style-type: none"> • Sam Matheny, <i>NAB</i> • Pat Diamond, <i>Diamond Consulting</i> • Andrew Hansen, <i>Hansen, Hansen and Hansen Consulting</i>
12:30 P.M.	LUNCH



DAY 1: June 2, 2026 *(Continued)*

1:30 P.M.

SESSION 3

TV and Beyond: Global Innovation with the ATSC 3.0 Platform

A worldwide roundup of status reports from the expanding global ATSC 3.0 ecosystem.

- Paul Hearty, *Technology Advisors* (MODERATOR)
- Raymundo Barros, *SBTVD Forum*
- Mark Corl, *Triveni Digital*
- Claire Grant, *PHARE Media Consultancy Limited*
- Ling Ling Sun, *Maryland Public TV*

Converter Box Spotlight

An up-to-the-minute look at a key and cost-sensitive component of any transition to ATSC 3.0.

- Anne Schelle, *Pearl TV* (MODERATOR)
- Rodrigo Cascão Araujo, *EITV USA*
- Tim Carroll, *Dolby Laboratories*
- Alex Day, *Tolka*
- Bill Hague, *Magid*

3:00 P.M.

BREAK (Sponsored by Synamedia)

3:30 P.M.

SESSION 4

Progress on AEI

New developments on the important Advanced Emergency Information (AEI) front for ATSC 3.0.

- Dave Arland, *AWARN Alliance* (MODERATOR)
- Ed Czarnecki, *Digital Alert Systems*
- Lane Michaelsen, *Sinclair Broadcast Group*
- So Vang, *Sinclair Broadcast Group*

Closing Remarks & Awards

Presentation of the annual Bernard J. Lechner Outstanding Contributor Award and Mark Richer Industry Leadership Medal.

- John Taylor, *LG Electronics & Chair, ATSC Board of Directors*
- Madeleine Noland, *President, ATSC*

4:30 P.M.

ADJOURN DAY 1

5:30 P.M.

EVENING EVENT

Join fellow attendees for a Tailgate reception and baseball game at Nationals Park. (Tailgate begins at 5:30 p.m. First pitch at 6:45 p.m.)

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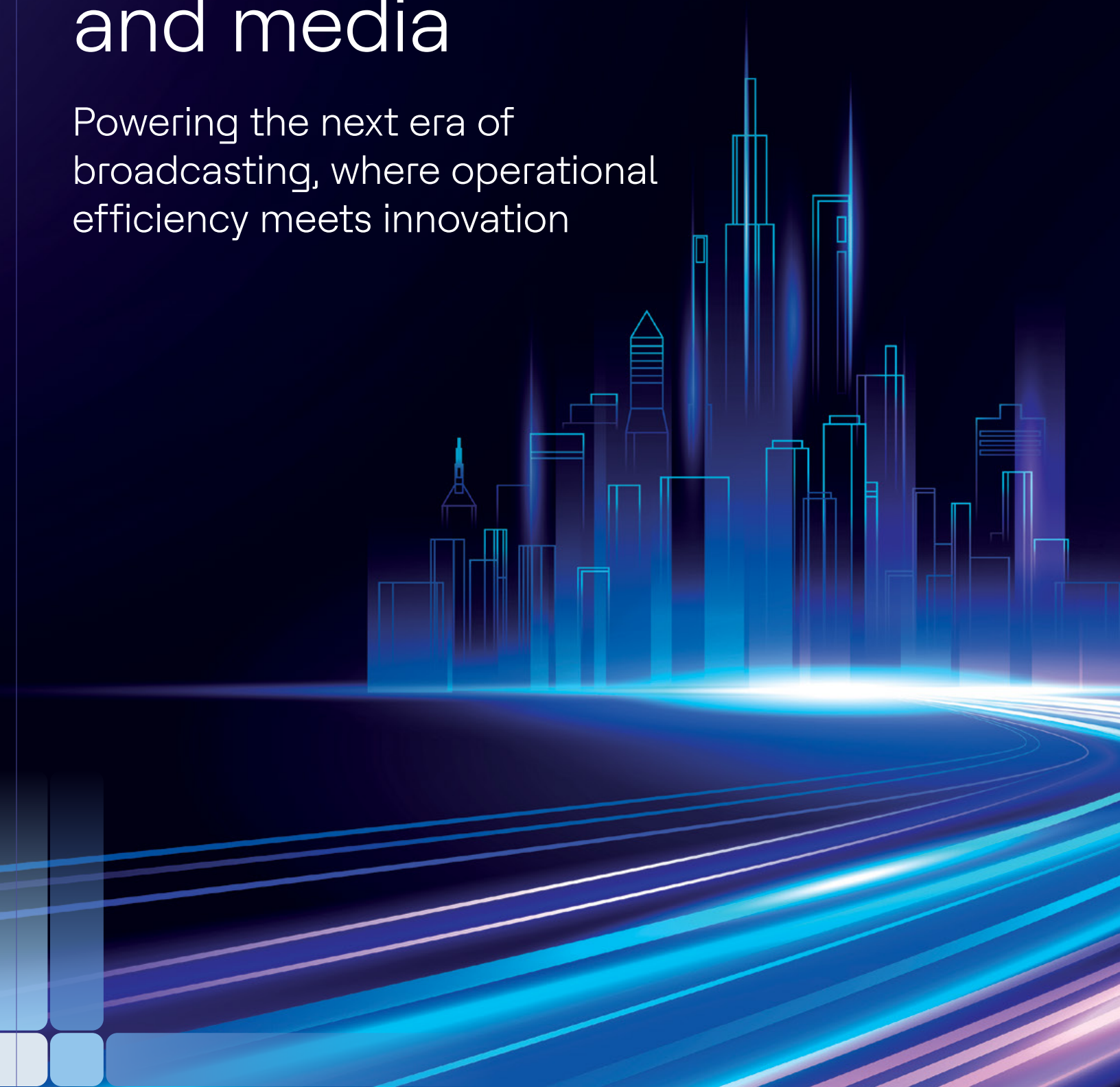


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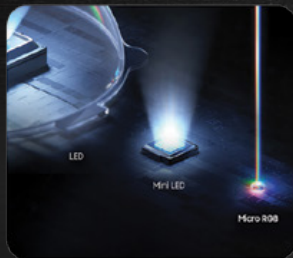
SAMSUNG

Micro RGB

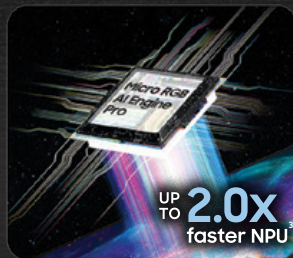


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More than 90% of ATSC 3.0 device sales to date are licensed through the platform.

Thank you to the licensors and licensees participating in Avanci Broadcast

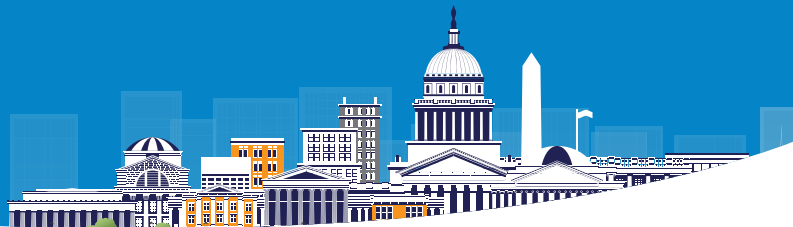


AVANCI 

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DAY 2: June 3, 2026 (Closed to Editorial Media)

8:00 A.M.	REGISTRATION / BREAKFAST
9:00 A.M.	<p>SESSION 5</p> <p>Welcome</p> <ul style="list-style-type: none"> Madeleine Noland, <i>President, ATSC</i> <p>Keynote Address: “Broadcasting’s Race to Remain Relevant” How audience behavior, DRM debates, and platform economics are reshaping the future.</p> <ul style="list-style-type: none"> Adam Wiener, <i>Continuous Media</i> <p>Launching an eGPS Business Practical advice on adding datacasting revenue to ATSC 3.0 service.</p> <ul style="list-style-type: none"> Joe Lancaster, <i>EdgeBeam Wireless</i>
10:30 A.M.	BREAK
11:00 A.M.	<p>SESSION 6</p> <p>Leaving the Lighthouse Preparing for the next stage of the U.S. transition to ATSC 3.0.</p> <ul style="list-style-type: none"> Jerry Fritz, <i>Communications Policy Consulting</i> (MODERATOR) Robert Maas, <i>Heartland Video Systems</i> Alison Martin, <i>NAB</i> Del Parks, <i>Sinclair Broadcast Group</i> <p>AI Agents for ATSC Members A first look at new AI-based tools created expressly for ATSC members.</p> <ul style="list-style-type: none"> Luiz Fausto, <i>ATSC</i> (MODERATOR) Jon Accarrino, <i>Ordo Digital</i> Landon Brody, <i>Airia</i>
12:20 P.M.	LUNCH



DAY 2: June 3, 2026 *(Continued)*

1:20 P.M.

SESSION 7

ATSC 3.0/5G Harmonization Test Report

Results from promising recent tests of ATSC 3.0 convergence with 5G Broadcast transmissions.

- Tony Masiello, *Castanet*

The Changing CTV Business

Considering ATSC 3.0's place in the world of Connected TVs & FAST channels.

- Brian Markwalter (MODERATOR)
- Raymundo Barros, *Globo*
- Dan Brackett, *CTV1*
- Stephen Goldstein, *LG Electronics*
- Heidi Steffen, *TitanTV*

2:30 P.M.

BREAK

3:00 P.M.

SESSION 8

Designing a NextGen Network

A guided tutorial on optimizing ATSC 3.0 deployment.

- Javier Ruano, *Televes*

B2X & Core Networking Explained

NEXTGEN TV's next generation in plain English.

- Rashmi Kamran, *AdCore Local / Free Stream Technologies*

Closing Remarks

- Madeleine Noland, *President, ATSC*

4:30 P.M.

ADJOURN DAY 2

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Digital Alert Systems, the premier provider of tools for ATSC 1.0/3.0 emergency messaging, showcases its DAS-Link™ AIR, a secure ATSC gateway that ingests, authenticates, and delivers validated ATSC 1.0/3.0 data at receive sites. It provides controlled IP access for integration, monitoring, and redistribution within mission critical and third party information workflows.



EiTV USA delivers advanced ATSC 3.0 solutions for broadcasters, manufacturers, and test laboratories. Our portfolio includes the ATSC 3.0 Broadcast Stream Generator and the A3SA-certified ATSC 3.0/1.0 Analyzer Box, enabling reliable signal generation, monitoring, analysis, interactive applications, and NextGen TV testing for deployment, integration, research, and field operations worldwide.

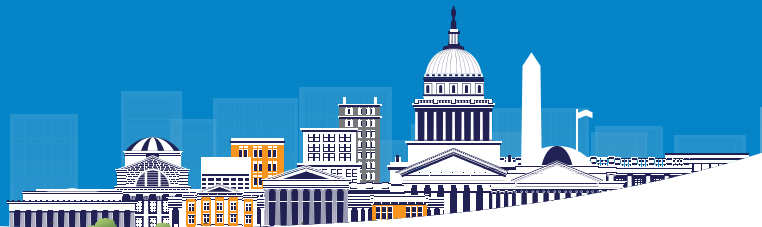


Harmonic, the worldwide leader in video delivery solutions, empowers media companies to deliver exceptional-quality broadcast and streaming services. Harmonic's innovative, software-based video solutions fuel exceptional video experiences, driving viewer engagement and monetization on every screen. Through its award-winning technologies, Harmonic is shaping the future of the media industry.



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Rohde & Schwarz will highlight its ATSC 3.0 native TE-1 high-power transmitter, setting new standards in technical design and performance. With software-defined architectures and highly resilient hardware, reduced operational costs are realized with efficiencies up to 50%. Rohde & Schwarz is committed to innovation, quality, and long-term worldwide support.

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Samsung supports HDR10+. For ATSC 3.0 (NextGen TV) it has enabled a growing number of broadcasters to deliver high dynamic range video with dynamic metadata in real-time. HDR10+ optimizes brightness including your viewing environment on a frame-by-frame basis, ensuring premium picture quality across various displays. It is royalty-free and backward compatible with HDR10.

SINCLAIR

Sinclair / ONE Media: Broadcast Once. Deliver Everywhere. Experience the future of mobile-first broadcasting with a hands-on demo delivering the same high-quality ATSC 3.0 content simultaneously across TVs, tablets, and smartphones, showcasing how Direct to Mobile (D2M) transforms broadcast into a universal IP distribution system. Service availability is maintained by using hybrid reception, demonstrating seamless fail-over between OTA and broadband.



Televes will showcase advanced ATSC 3.0 transmission, monitoring, and reception solutions, including low to medium power transmitters, SFN architectures, gap fillers, Hexylon field meters, and RCS monitoring platforms. Recent initiatives include hybrid ATSC 3.0 + 5G Broadcast deployments supporting next-generation one-to-many broadcast and data delivery applications





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HDR10+ Technologies LLC is proud to support the ATSC NextGen Broadcast Conference on June 2-3.

For more information, go to hdr10plus.org.

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