ATSC The Broadcast® Standards Association

QUARTERLY REPORT

Value Delivered: Our Recent Impact

January - March 2026

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.

Standards Work Spotlight

The Recommended Practice ATSC A/381 explains how broadcasters and application developers should design and deliver Broadcaster Applications within the ATSC 3.0 environment to create interactive viewer experiences that combine broadcast and broadband. It describes the practical environment - taking into account receiver hardware, remote-control navigation, inconsistent internet access, and partial API support - and provides guidance for building lightweight, reliable, and user-friendly apps that work across different receivers. It also covers how broadcasters signal and launch applications supporting use cases such as targeted content and TV-based shopping, while avoiding overlapping application graphics with closed captions. Overall, the document helps the industry deliver more consistent and dependable interactive experiences on ATSC 3.0 receivers, enhancing viewer engagement, unlocking new revenue opportunities, and ensuring broadcasting remains competitive in a digital media landscape.

“A/381 provides broadcasters and developers with practical guidance for delivering reliable interactive ATSC 3.0 experiences across real-world receiver implementations.”

Luiz Fausto
Vice-President, Standards Development, ATSC

What's on the docket in the months ahead:

Using the recommendations derived from the ATSC Vision 2035 Survey conducted by the Business Advisory Council, the ATSC Board of Directors is tasked to identify investment and standards work for a roadmap that is not just about ATSC 3.0 deployment but also about transitioning ATSC into a platform that delivers reliably in the most challenging environments (indoor, mobile); integrates seamlessly with other networks; supports sustainable, diversified business models and; extends influence both technically and economically over the next decade.

Relations with International Agencies:

1

International Telecommunication Union Radiocommunications (ITU-R) March Meetings

The following contributions to the ITU will soon be published:

- Revision of BT.2343-10 — Collection of field trials of ultra-high definition television over digital terrestrial television broadcasting networks [Korea (ETRI), ATSC]

The following contributions will be attached to the Chair's Report, to allow for further inputs:

- Revision of BT.2526-2 — Field trials of terrestrial multimedia broadcasting for mobile reception in the broadcasting bands [Korea (ETRI), ATSC]
- Contribution towards New Report BT.[BCN] — Broadcast Core Network [ATSC, AT&T, Brazil, University of the Basque Country, Korea]
- Proposed New Report BT.[2-GEN-TRNS] — Transition from 1st to 2nd Generation Digital terrestrial broadcasting [Rapporteur Group on ATSC 3.0]
- Revision of Report BT.2386-5 — Digital terrestrial broadcasting: Design and implementation of single frequency networks (SFN) provided information regarding the use of TxID for geo-targeting [Brazil]

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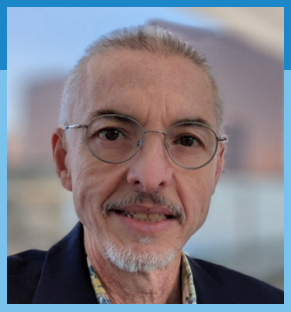
The ATSC TSDSI Expert Group provides a focal point for communication to and from the Telecommunications Standards Development Society, India (TSDSI) regarding their ATSC 3.0 adoption. The group acts as the central liaison with TSDSI and stakeholders, preparing for technical plenary discussions, monitoring and supporting various TSDSI contributions from members.

Members are working on the following contributions:
• Outline for TSDSI TR V1.0.0 Study on scalable and energy-efficient synchronization in digital broadcasting systems
• Requirement for interworking of 6G system and non-3GPP multicast/broadcast networks



"The Geneva ITU-R meetings reinforced that international recognition of ATSC 3.0 as a leading DTB standard is advancing — but requires deliberate engagement. The work of PT6 and the EG-ITU is directly relevant to that effort, and needs the continuing and direct support of ATSC members."

Aldo Cugnini
Chair, Expert Group on ITU, ATSC

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 (experimental licenses for distance education).
3	**Targeted Outreach:** ATSC members and leadership have identified additional 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).

Communications Campaigns are Making Headlines:

1. **Interview: Winter 2026 RBR Spotlight, TVTech**
2. **Presence and Presentations at Industry Events:**
   - **Booth at CES 2026, January 6-9 (USA)**
   - **BES Expo, January 29-31 (India)**
   - **NRB International Christian Media Convention, February 18 (USA)**
   - **Mobile World Congress, March (Spain)**
   - **NABA Annual General Meeting, March 10 (USA)**
   - **U.S Dept. of Commerce webinar, March 18 (USA)**
   - **ABU Digital Broadcasting Symposium, March 30 - April 2 (Malaysia)**
3. **News Articles/Posts: 4**
4. **Press Releases: 3**
5. **LinkedIn Post Impressions: ~42,000 (20% increase since Q4 2025)**

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Website views in Q1 2026

Upcoming Events Calendar:

Apr 6-10	**CITEL PCC.II Meetings,** *Portsmouth, Dominica*
Apr 16-17	**African Union of Broadcasting Annual General Assembly,** *Gambia*
Apr 19-22	**NAB Show,** *Las Vegas, NV, USA*
Apr 21-22	**SBE Ennes Workshop,** *Las Vegas, NV, USA*
May 4-7	**PBS Annual Meeting,** *Austin, TX, USA*
May 6-8	**18th Annual Summit of the Latin American News Alliance,** *Antigua Guatemala, Guatemala*
May 12-15	**KOBA,** *Seoul, South Korea*
May 12-16	**3rd Caribbean Spectrum Management Conference,** *Trinidad & Tobago*
May 20-21	**SMPTE Bits by the Bay,** *Chesapeake Beach, MD, USA*
May 20-21	**TV Of Tomorrow,** *Montreal, QC, Canada*
May 20-22	**Asia Tech Expo / BroadcastAsia,** *Singapore, Singapore*
Jun 2-3	**ATSC NextGen Broadcast Conference,** *Washington, D.C, USA*
Jun 2-3	**Michigan Broadcasters Engineering & IT Summit,** *East Lansing, MI, USA*
Jun 2-4	**CABSAT,** *Dubai, UAE*
Jun 9-12	**Intelligent Transportation Society of America Conference & Expo,** *Detroit, USA*
Jun 25	**Broadcasting Commission of Jamaica's 40th Anniversary Conference,** *Kingston, Jamaica*

ATSC, The Broadcast Standards Association
1300 I Street NW, Suite 400E, Washington, DC 20005 USA
www.atsc.org