ATSC The Broadcast® Standards Association

QUARTERLY REPORT

Value Delivered: Our Recent Impact

July - September 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.

Emmy Spotlight:

ATSC has won a 2026 Technology & Engineering Emmy® Award from the National Academy of Television Arts & Sciences (NATAS) for its pioneering development of NextGen TV broadcasting standards - the industry's first fully IP-based broadcast standard to reach commercial scale. This achievement energizes our community as we look ahead to continue advancing ATSC standards and explore new capabilities, applications and markets as broadcasting becomes an increasingly important part of the connected communications ecosystem.

Standards Work Update:

From July through September 2026, ATSC standards work advanced several important areas of the ATSC 3.0 ecosystem while expanding work on emerging B2X capabilities.

- In July, TG3 approved a new Candidate Standard for B2X System Discovery and Signaling, defining the framework for discovery and entry into B2X Physical Layer waveforms for services in broadcast and IMT bands.

"Winning our fourth Emmy is a tremendous honor for the entire ATSC community.This recognition is a testament to what our members can accomplish through collaboration, technical expertise and a shared vision for the future of broadcasting."

Madeleine Noland
President, ATSC

Standards Work Update, continued:

- In August, ATSC published updates to A/327, Guidelines for the Physical Layer Protocol; A/360, ATSC 3.0 Security and Service Protection; and A/361, Security and Content Protection, incorporating improvements related to signal propagation, OCSP, and security clarification. Work also progressed on Service Announcement, Digital Rights Management, Captions and Subtitles, and the Scheduler/Studio to Transmitter Link.
- In September, the revised A/332 Service Announcement Standard and an updated Candidate Standard revision of A/324 Scheduler/Studio to Transmitter Link had been published. DRM and Captions and Subtitles revisions also continued through the ballot and comment-resolution process.

Relations with International Agencies:

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During the International Telecommunication Union - Radiocommunication (ITU-R) Study Group 6 block of meetings in September, seven contributions were made by ATSC:

- Document 6A/284 – Positioning, navigation, and timing applications over DTTB (BT.[PNT]) [contribution from ATSC to ITU-R WP 6A]
- Document 6A/283 – Transition from first-generation to second-generation Digital Terrestrial Television Broadcasting (BT.[2GENTRANS]) [contribution from ATSC and the Republic of Korea to ITU-R WP 6A]
- Document 6A/285 – Digital terrestrial broadcasting: Design and implementation of single frequency networks (BT.2386) [contribution from ATSC and the Republic of Korea to ITU-R WP 6A]
- Document 6B/194 – Broadcast Core Network (BT.[BCN]) [contribution from ATSC, AT&T, Brazil, the Republic of Korea, and the University of the Basque Country to ITU-R WP 6B]
- Document 6A/286 – Collection of field trials of ultra-high-definition television over digital terrestrial television broadcasting networks (BT.2343) [contribution from the Republic of Korea and ATSC to ITU-R WP 6A]
- Document 6A/277 – Reducing the environmental impact of terrestrial broadcasting systems (BT/BS.2385) [contribution from the Rapporteur Group on ATSC 3.0 to ITU-R WP 6A]
- Document 6A/276 – Report on activities [contribution from the Rapporteur Group on ATSC 3.0 to WP 6A]

A contribution from Prasar Bharati (India): "Field trials of terrestrial multimedia mobile broadcasting systems: Evaluation of ATSC 3.0 Direct-to-Mobile (BT.2526)"

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ATSC, Brazil's SBTVD Forum, and Republic of Korea's TTA Met at SET Expo to Advance Global Next-Generation Broadcasting Standards Collaboration

This meeting brought together representatives from the three SDOs to build on the MoU signed at the KOBA Show in May. Next steps were discussed on turning the agreement into action, including opportunities for continued technical collaboration, greater alignment of next-generation broadcasting standards, and coordinated efforts to support the global evolution of digital television.

"These contributions demonstrate the growing role of ATSC technologies in addressing priorities that extend well beyond traditional television broadcasting. ATSC 3.0 is offering practical solutions to challenges broadcasters and administrations face worldwide. ATSC and its international partners are helping ensure that ITU-R publications reflect the capabilities of next-generation broadcasting and support innovation across the broadcast ecosystem."

Luiz Fausto
Vice President, Standards Development, 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 (exploring ATSC 3.0 for Direct-to-Mobile deployment), 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, IAB/AIR); Southeast Asia (via TSDSI, ABU); and Caribbean (via CBU).

Communications Campaigns are Making Headlines:

1. Interviews: 2x TV Technology; SBTVD Forum
2. Presence and Presentations at Industry Events:
   - IEEE Broadband Multimedia Systems & Broadcasting Symposium, July (Brazil)
   - CBU Annual General Assembly, August (Guyana)
   - SET Expo, August (Brazil)
   - Texas Association of Broadcasters, August (USA)
   - NextGen Broadcasting Innovation & Investment Showcase, September (Canada)
   - IBC, September (The Netherlands)
   - Midwest Regional Broadcasters Clinic, September (USA)
   - ITU-R Study Group 6 Meetings, September (Switzerland)
   - SCTE Tech Expo, September (USA)
   - CTA Fall Forum, September (USA)
3. News Articles/Posts: 4
4. Press Releases: 3
5. LinkedIn Post Impressions: 36,400

56,500

Website views in Q3 2026

Upcoming Events Calendar:

Oct 5-7	**Western Association of Broadcast Engineers (WABE),** *Vancouver, Canada*
Oct 7-9	**CAPER Show,** *Buenos Aires, Argentina*
Oct 7-10	**India Mobile Congress,** *New Delhi, India*
Oct 12-13	**International Association of Broadcasting General Assembly,** *Santo Domingo, Dominica*
Oct 21-22	**NAB Show NY,** *New York, NY, USA*
Oct 26-28	**IEEE Future Networks,** *Lisbon, Portugal*
Oct 27-28	**IEEE Broadcast Technology Forum,** *Washington, D.C., USA*
Oct 27-28	**Automotive USA 2026,** *Detroit, MI, USA*
Oct 30-Nov 3	**Asia-Pacific Broadcasting Union General Assembly,** *Colombo, Sri Lanka*
Nov 5	**La TV Que Se Viene,** *Asuncion, Paraguay*
Nov 16-19	**SMPTE Media Technology Summit,** *Pasedena, CA, USA*
Nov 25-26	**Chile Media Show,** *Santiago, Chile*
Nov 30-Dec 1	**CITEL PCC.II,** *Bogota, Colombia*
Dec	**Arab States Broadcasting Union General Assembly,** *Tunis, Tunisia*

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