

ATSC 3.0 has been released – a next-gen broadcast TV system that allows broadcasters to provide new services to viewers. ATSC 3.0 provides a flexible and more efficient physical layer, mobility, Ultra-High Definition (UHD) images, new solutions for immersive and personalized audio, an all IP based transport system, hybrid broadcast/broadband services, advanced emergency alerting and incorporation of new user technologies such as interactivity.

This presentation will provide an overview of Next Gen TV from a viewpoint of what has been achieved – what kinds of new opportunities and services do broadcasters have to engage their viewers. It will also address some of the implementation considerations for broadcasters.

As we look to the future, we will find that the old paradigm of slowly changing technologies is probably over. Standards and technologies for broadcast television will need to become more nimble and adaptable – more like those for the Internet. This presentation will conclude with some thoughts on how to achieve that.