

February 21-23, 2023

The Future of TV – A Look under the Hood of NextGen TV, AND what is needed to get it on the road?

This PULSE 3-day session is a must-attend! Listen to insights and thoughts from those who helped shape the ATSC 3.0 technology space. The event not only takes a deep dive into ATSC 3.0 NextGen Television technology, but also anticipates getting answers to your burning questions on real world implementation, coverage issues, capacity, etc.

Join the conversation, **ask** questions, and **get** answers.

The Future of TV- Under the hood of NextGen TV and what is needed to get it on the road, will focus on the three major new elements of NextGen Television.

The first day, will take a focused look at "What's different with 3.0? Combining Broadcast and Broadband" with insights on adding the IP equipment and software to a typical Television plant.

On day 2, we will learn about the flexibility of 3.0 with descriptions and examples of “Physical Layer Pipes and Modulation Coding Configurations”. This key component of the standard allows an incredible range of choices, features and capabilities to be implemented.

Day 3’s presentation will focus on the new audio capabilities of NextGen TV and provide an understanding of what is involved in integration and implementation.

Each day’s presentation will be followed by a question and answer conversation with the speaker, led by industry expert Jim Stenberg. The conversations will focus on the implementations made to date and what they look like, what challenges resulted and were overcome, and how station/group engineers should plan for implementation. The audience is invited to bring their own questions and really challenge the thinking; we are expecting enthusiastic conversations!

The Future of TV - Under the Hood of NexGen TV, AND what is needed to get it on the road?

February 21, 2023, 9:30 AM ET - 11:30 AM ET:

Session: What's Different with ATSC 3.0? Combining Broadcast & Broadband

Session Speaker: Mark Corl, SVP of Emergent Technology Development, Triveni Digital

9:30am – Madeleine Noland Event Opening Remarks

9:35am -10:50am - Speaker Presentation

10:50am - 11:30am – Conversation and Q&A Session

11:30am - Closing Remarks

February 22, 2023, 9:30 AM ET - 11:30 AM ET:

Session: Physical Layer Pipes & Modulation Coding Configurations

Session Speaker: Luke Fay, Senior Manager Technical Standards for Sony Home Entertainment & Sound Products -America, Sony

9:30am - 9:35am – Session Opening Remarks (Jim Stenberg)

9:35am -10:50am - Speaker Presentation

10:50am - 11:30am – Conversation and Q&A Session

11:30am - Closing Remarks

February 23, 2023, 9:30 AM ET - 11:30 AM ET

Session: Better Audio in a NextGen World

Session Speaker: Tim Carroll, Senior Director Sound Technology, Advanced Media Systems Group in the Office of the CTO, Dolby

9:30am - 9:35am – Session Opening Remarks (Jim Stenberg)

9:35am -10:50am - Speaker Presentation

10:50am - 11:30am – Conversation and Q&A Session

11:30am - Closing Remarks