

Washington, D.C. January 2020

The Washington, D.C., Section began the new year with an all-day program that explored various aspects of the newly developed Advanced Television Systems Committee (ATSC) 3.0 digital television transmission standard, or “NextGen TV,” as it has been branded by the ATSC and the Consumer Technology Association (CTA).

The event “NextGen TV Summit” was held on 16th January at the headquarters of WETA-TV, the public broadcaster serving the nation’s

capital area and featured a total of 19 presentations, as well as a panel discussion, all of which focused on various aspects of the new digital television transmission standard, including its implementation, benefits to consumers, monetization, interactive capabilities, advanced emergency warning features, targeted advertising and analytics attributes, enhanced “out-of-home” viewing opportunities via portable/handheld viewing devices and in automotive environments, and more. The program was structured to emphasize the impact of “NextGen TV” on the consumer experience, rather than on the technology that makes up the ATSC 3.0 signal.

Presenters at the event included Lynn Claudy, So Vang, and Skip Pizzi, National Association of Broadcasters (NAB); Madeleine Noland, president, Advanced Television Systems Committee (ATSC); Joonyoung Park, DigiCap; Jeff Andrew, Osborn Engineering; John Lynch, Electronic Research Inc.; Richard Lhermitte, ENENSYS TeamCast; Josh Arensberg, Verizon Media; Jean Macher, Harmonic; John McCoskey, SectraRep; Rick Ducey and Mark Fratrik, BIA Advisory Services; Mark Corl, Triveni Digital; Greg Jarvis, Fincons; Pete Van Peenan, Pearl TV; Thomas Janer, Rohde & Schwarz; Brian Markwalter, CTA; Michael Bouchard,

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The WETA-TV meeting space was packed to capacity with more than 120 persons attending the “NextGen TV Summit” event.

ONE Media/Sinclair; Stacey Decker, Public Media Group; and Sasha Javid, Spectrum Co.

Representatives from a number of television stations, station groups, equipment manufacturers, and industry organizations traveled from all across the U.S., as well as, from France, Germany, Italy, and Korea, to participate in the tutorial

program offered. On the whole, some 126 individuals registered, making this a sellout event, as the venue could physically accommodate no more than this number. At the conclusion of the formal presentations and discussion, the event wrapped up with a reception held at a nearby restaurant.

The Summit was organized as an educational opportunity for the



NAB’s senior vice president of technology, Lynn Claudy, opened the Summit proceedings by providing a background on the genesis of the ATSC 3.0 DTV standard and the benefits it offers to both broadcasters and viewers.

SMPTE members and others to supplement the Washington, D.C., Section’s long-running multiday, “Bits By The Bay” Maryland conference event, which could not be held again this year due to unavailability of a suitable venue. The Section plans to offer more one-day educational events on key industry topics, until the annual “Bits By The Bay” conferences can resume.

The event received coverage from a number of broadcast and consumer electronics trade publications, including *TV Technology* and *Consumer Electronics Daily*.



ATSC president Madeleine Noland provided conference attendees with information about the enhanced capabilities of NextGen TV, including better pictures, interactivity, content security, and the ability to easily implement single-frequency networks (SFNs).




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Peter Wharton (right), SMPTE vice president of membership, expresses thanks to Chris Lane, WETA-TV's vice president of engineering and technology for hosting the NextGen TV Summit.

The "NextGen TV Summit" was a joint effort of the SMPTE Section and the Washington, D.C., Chapter of the Society of Broadcast Engineers, with support from the ATSC and the NAB. Special thanks to the following sponsors who helped to make the event possible: American Tower, Ateme, The Audio Engineering Society, Dielectric, Digital Video Group



The Summit wrapped up with a panel discussion featuring (seated, left-to-right) Sasha Javid, Stacey Decker, and Michael Bouchard, and moderated by the NAB's Skip Pizzi (standing).

(DVG), Elenos, ERI, GatesAir, Harmonic, Rohde & Schwarz, Sourcerer LLC, and Triveni Digital. The Section also wishes to express its

appreciation to WETA-TV for hosting the Summit.

—James E. O'Neal,
Section Manager

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