

# MOTION IMAGING JOURNAL

*Covering Emerging Technologies for the Global Media Community*

# NEXT GEN TV

## ATSC 3.0

### INSIDE

Demonstration on Next-Generation Immersive Audio in a Live Broadcast Workflow

Personalized and Immersive Sound Experiences Based on an Interoperable End-to-End Next-Generation Audio (NGA) Chain Using the Audio Definition Model (ADM)

ATSC 3.0 Personalized Targeted Advertisement