SPOTLIGHT ATSC 3.0

KEY FEATURES

- Built on the same Internet Protocol backbone as today’s popular streaming media platforms
- Designed to bring together Over-the-Air with Over-the-Top content
- Delivers better video quality and immersive audio to viewers
- Provides the capability of Advanced Emergency Alerting and Informing
- Easily adaptable for future technologies

ATSC 3.0 is the next generation terrestrial broadcast system designed from the ground up to improve the television viewing experience with higher audio and video quality, improved compression efficiency, robust transmission for reception on both fixed and mobile devices, and more accessibility, personalization and interactivity. The ATSC 3.0 standard is defined in a suite of more than 20 Standards and companion Recommended Practices.

https://www.atsc.org/nextgen-tv/
# ATSC 3.0 – Unlocking the potential of the broadcast spectrum for broadcasters and consumers

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<thead>
<tr>
<th>Benefits for broadcasters</th>
<th>Benefits for consumers</th>
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<tr>
<td>• Increased customer satisfaction</td>
<td>• Better audio and video performance</td>
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<td>• New revenue streams from targeted advertising</td>
<td>• Lower broadband bandwidth requirements</td>
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<td>• Ability to lease out excess broadcast spectrum for data services</td>
<td>• Deeper indoor reception</td>
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<td>• Ability to monitor active services</td>
<td>• Mobile reception</td>
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<td>• Access to 4K content</td>
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<td>• Automotive services</td>
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<td>• Advanced emergency alerting</td>
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<td>• Access to Internet services</td>
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FOR IMMEDIATE RELEASE

PBS NORTH CAROLINA AND NC DEPT. OF INFORMATION TECHNOLOGY AWARDED GRANT TO CONTINUE EMERGENCY COMMUNICATIONS ENHANCEMENTS

Device Solutions Inc. Leads PBS NC and NCDIT in Grant from the Department of Homeland Security
CONTENT SOURCES
- Public Media Content
- Academic Digital Collections
- User-Generated Materials

LEARNING PLATFORMS
- Google Classroom
- SCORM-Compliant LMSs
- PMEP Teacher Dashboard

Live or Produced Content

DELIVERY MECHANISMS
- NextGen TV
- Websites
- PCs/Tablets/Phones
- Mobile App

FEEDBACK/ASSESSMENT
- Voice/SMS/Email
- Internet (when available)

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FCC OKs Public TV Datacasting to Access Emergency Connectivity Fund

By Michael Balderston 29 days ago

Public TV stations now have access to the approved $7.17 billion in funds

WASHINGTON—Datacasting equipment and connectivity, which public TV stations have been using to help with remote education, have been deemed eligible by the FCC for funding through the Emergency Connectivity Fund.

(Image credit: FCC)