Next Generation Television: Setting the Stage for the Future
Next Generation TV can deliver exciting benefits
- Enhanced viewing experience
- New programming opportunities
- Improved emergency alerts

Implementation is voluntary and does not require government subsidies or a mandated transition

Broadcasters seeking permission to innovate
Enhanced Viewing Experience

• Stunning pictures, potentially including:
  – Higher resolutions
  – High dynamic range with wide color gamut
  – Higher frame rates
Higher Resolutions
Wide Color Gamut

Adds more color options, so:

Becomes:
Enhanced Audio Experience

• Augmented, more immersive audio
  – More accurate sound localization
  – Customizable sound mixes
Enhanced RF Experience

• Innovation in RF capabilities allows for
  – Higher data rates with the same coverage area
  – More robust mobile reception
  – Ability to support multiple data rates simultaneously to enable both robust and high quality modes
IP Benefits

• IP-based nature of standard creates new opportunities
  – Enhanced viewing experience with program-related data services
  – Integration with over-the-top video sources
  – Datacasting opportunities
Programming Opportunities

• Next Generation TV can change the game by expanding capacity for television stations
  – New multicasting possibilities
  – Creating new avenues without additional spectrum
Enhanced Emergency Alerts

• New standard may enable life-saving advances
• Robust signaling can be used to alert consumers
• Tailored information for specific geographic areas
Implementation

- Transition is voluntary; achieved through local simulcasting that protects viewers:
Implementation Questions

• Any impact on auction or repacking?
  – None. Installing Next Gen-ready equipment will not require additional repacking resources
  – Change should be both time- and cost-neutral from a repacking perspective

• What are the impacts on viewers?
  – Broadcasters will continue to transmit 1.0 signals and the market will dictate pace of transition as consumers switch to Next Gen equipment
  – 1.0 requirement still in place

• Will there be enough channels?
  – Broadcasters seeking most spectrally efficient transition possible; doing more with less
  – Those choosing to deploy will arrange for simulcasting with other stations
Implementation Questions

• Any impacts on retransmission consent?
  – Deployment of 3.0 does not increase MVPD obligations
  – Broadcasters will continue to deliver 1.0 signals over air or through alternative arrangement (e.g., fiber)

• How does Next Gen affect LPTV stations?
  – Because broadcasters are not requesting additional spectrum, little or no impact on LPTV stations
  – Transition is voluntary and would not preclude LPTV implementation

• Where do smaller broadcasters fit in?
  – Wholly voluntary transition; those unwilling to invest in Next Gen transmission equipment need not do so
Timeline/Current Status

• April 2016 - APTS, Advanced Warning and Recovery Network Alliance (AWARN), CTA, and NAB File Joint Petition for Rulemaking

• April 2016 – FCC Media Bureau Releases PN Seeking Comment

• May/June 2016 – Comments and Reply Comments Filed

• October 2016 – Petitioners Urge FCC to Issue NPRM

• 2017 – Petitioners Urge FCC to Commit to An Order Acting on the NPRM