

broadcasters

Local broadcast TV remains a vital part of the American fabric. Next Gen TV promises to provide a better, more engaging experience for viewers, while also helping to enhance revenue streams for broadcasters. And now, after the spectrum auction and repack, broadcasters can turn their attention to next generation technologies that will improve operations and open up new business models.



At a glance

40K+

towers

100+

offices

around the

country

50%

revenue

growth over

10yrs from

Next Gen TV¹

Expanding opportunities.

Soon, broadcasters will be able to take advantage of new technologies like 5G, Wifi6, CBRS, and ATSC 3.0. We're at the forefront of these developments, and can help you take advantage of our nationwide tower portfolio to deploy your new equipment quickly and seamlessly at scale. With over 25 years of experience, we're an ideal partner to help you get the most out of next generation broadcast technology.

ENHANCED VIEWING

Next Gen TV uses wireless internet-based delivery that enables new features like 4K picture, surround sound, and even interactivity.

EMERGENCY ALERTS

Advanced emergency features can alert viewers with location-specific information like maps, safe routes, and video updates.

EXTENDED COVERAGE

Whether using new standards or implementing a single frequency network, broadcasters can reach more households than ever.

NEW REVENUE

ATSC 3.0 lets broadcasters tap into growing digital ad dollars through targeted and addressable programming technology.

INCREASED FLEXIBILITY

Advances in transmission equipment will allow for flexible delivery to viewers in addition to new services.

1. BIA Advisory Service, *Sizing Growth Opportunities for Next Gen TV in Local Markets*, 2020