

Triveni Digital's New Broadcast Services Management Platform Streamlines Migration to ATSC 3.0, Increasing Revenue Opportunities



By Ralph Bachofen, Vice President of Sales and Marketing at Triveni Digital

Since the current digital terrestrial broadcast system, ATSC 1.0, was defined, the overall media consumption environment has changed considerably, as have viewer expectations.

While experimentation with new revenue streams and business models occurred over the years, implemented within the current ATSC 1.0 standard and its extensions, the business model of ad-supported linear TV programming has not changed much during the analog-to-digital conversion phase of local broadcasting.

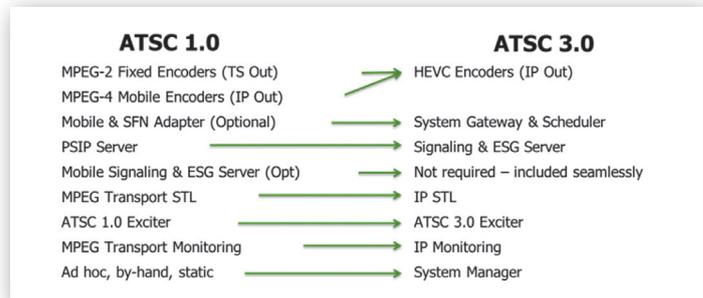
Moreover, the state of the art for television broadcast technology has advanced dramatically. The next phase of development for the broadcast industry will rely on these new technologies to deliver considerable service improvements, and to implement new service concepts and business models.

Currently, the ATSC is working to define a new broadcast television standard. When components of ATSC 3.0 are finalized later this year, broadcasters will be able to deliver TV content in a dynamic new way — as IP-based over-the-air signals, with broadband as an integrated part of the delivery platform. Powered by a wide range of advanced technologies, the new system will revolutionize broadcast TV delivery, allowing broadcasters to send hybrid content and services to fixed and mobile receivers with ultimate flexibility in video quality and signal reception robustness.

Including data elements in the transport format will open up a whole new world of services and media enhancements such as interactivity, advanced service guides, emergency communications support, mobility, addressable content for dynamic targeted advertisements, superior video and audio quality, efficient delivery of large amounts of data, and personalization/localization. ATSC 3.0 will allow broadcasters to support new business models, increase revenue, and meet ever-evolving viewer expectations.

However, a key challenge broadcasters will face in the ATSC 3.0 era is how to manage the high volume of data, metadata, and

signaling structures used to deliver new services and media types. Broadcasters will need to find a coherent approach to the gathering, packaging, and delivery of these underlying elements if the resulting infrastructure is going to be supportable and cost effective.



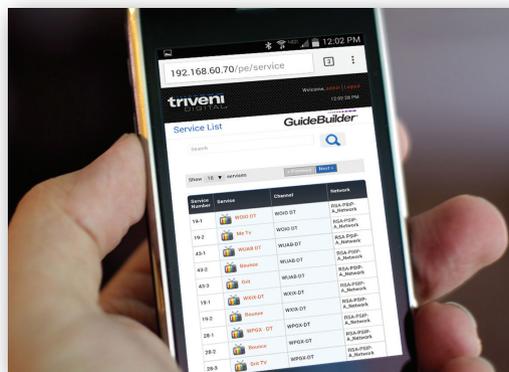
Migration to ATSC 3.0

Triveni Digital is launching its new Broadcast Services Management Platform, designed to help broadcasters make a seamless migration to ATSC 3.0, to start deploying the new features and services, while still supporting the current (legacy)

broadcast infrastructure for the duration of the expected transition phase. Leveraging Triveni Digital's new platform, broadcasters can efficiently manage and deliver the necessary elements that support service enhancements offered by the next-generation ATSC 3.0 broadcast television system and simultaneously, extensions compatible with the current broadcast standard as well.

A key element of the platform is Triveni Digital's new GuideBuilder® XM signaling

system, which offers unified signaling and announcement functionality per ATSC 3.0, along with support for legacy standards such as ATSC 1.0 PSIP and DVB-SI. Delivery and signaling of media extensions and interactive elements, event triggering, interfacing to key broadcast systems, and watermarking workflow integration are also key features. Through the platform's user-friendly interface, broadcasters can deliver a mix of broadcast and broadband content to improve the television viewing experience, while maintaining a seamless workflow during the transition.



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