



## 4 Ways to Ensure a Smooth Road to ATSC 3.0

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The U.S. broadcast television industry is on the cusp of a massive multiyear transition to establish IP technology as the new foundation for delivering both traditional linear channels and next-generation services. The transition will be gradual, in the sense that both ATSC 3.0 and ATSC 1.0 signals will be broadcast simultaneously for at least five years, and likely longer than that.

As you plan for this transition, partnering with the right technology vendors is critical. There are many factors to consider in order to make a smooth migration to ATSC 3.0. Triveni Digital offers a unique value proposition. *This paper explores four key factors to look for in an ATSC 3.0 technology partner.*

### ATSC 3.0 Technology Expertise

ATSC 3.0 is an innovative suite of standards with its own learning curve, so working with a technology vendor that understands the new technologies is a must. As one of the companies that helped create ATSC 3.0, Triveni Digital has been active in standards

participation and leadership, helping to build the ATSC 3.0 technological ecosystem and drive its development forward. Our ATSC 3.0 products are designed as extensions of an already widely deployed, robust ATSC 1.0 installed base, using common core software wherever possible.

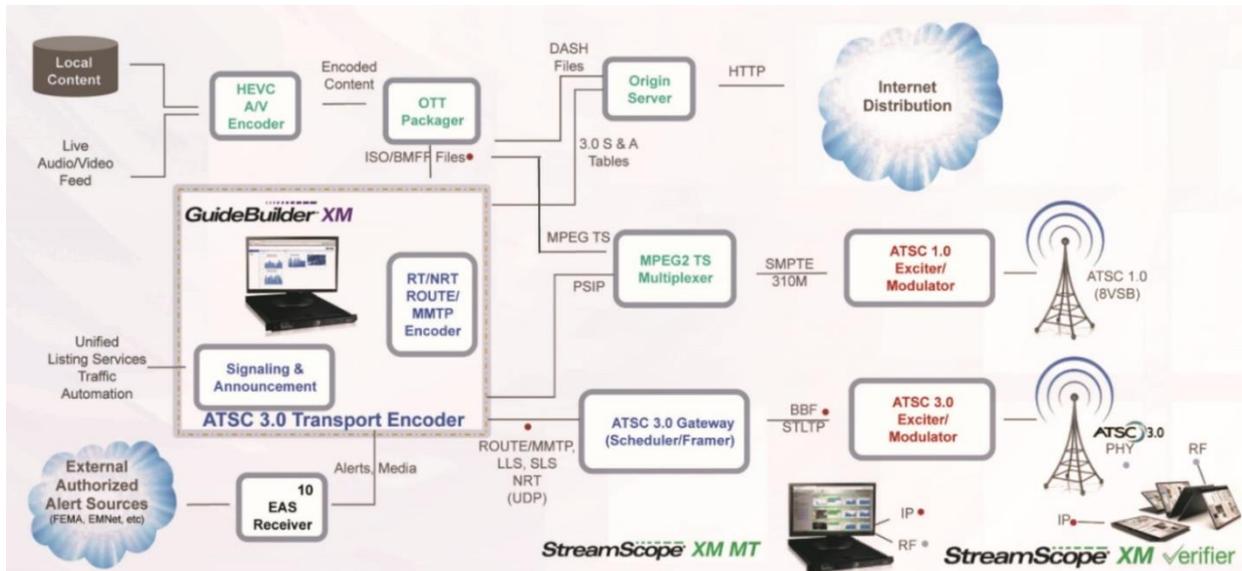
Triveni Digital has led numerous ATSC 3.0 early market trials, working with experimental broadcast stations such as Pearl TV. We've also partnered extensively with other technology suppliers to provide broadcasters with best-of-breed ATSC 3.0 solutions.

**Working with a technology vendor that understands the new technologies is crucial.**

### ATSC 1.0/3.0 Dual Architecture

Since TV broadcast stations will need to provide ATSC 1.0 signals for the foreseeable future, it's best to consider dual-standard operations when selecting vendors. You need to establish a coherent, unified workflow across ATSC 1.0 and ATSC 3.0 services. Triveni Digital is one of the

vendors offering support for ATSC 1.0 and ATSC 3.0 for managing program guide information, emergency alerts and updates, as well as providing service quality assurance on a unified platform.



ATSC 1.0/3.0 dual architecture with Triveni Digital equipment

## Price Bundling

As transition markets launch new ATSC 3.0 services, ATSC 1.0 services will be relocated to different transmitters, often hosted by other media organizations, to make room. New licenses for existing ATSC 1.0 systems, including PSIP generators and test and measurement platforms, may be needed.

Since Triveni Digital is the market share leader in these ATSC 1.0 systems, our products are widely deployed, robust, and familiar to technical staff. However, in many cases the deployed systems are not the latest versions with up-to-date features, nor are they licensed for new use cases.

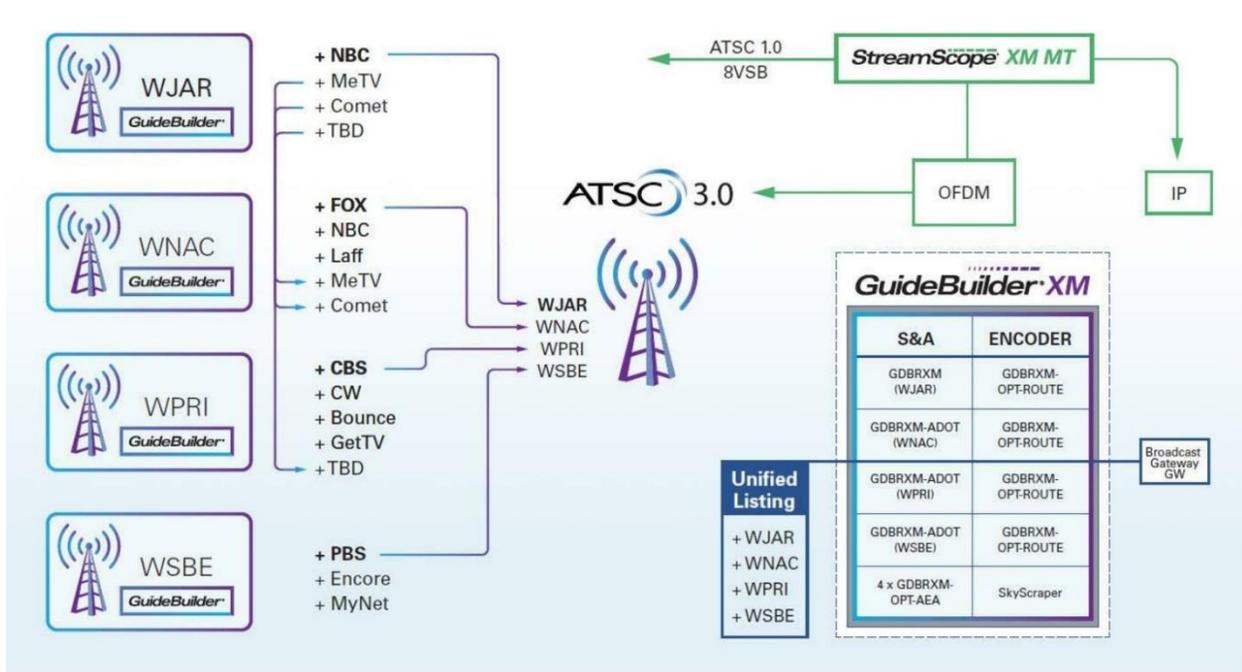
Because Triveni Digital is committed to making the transition to ATSC 3.0 as smooth as possible, we have a unique Transition Market DMA licensing model. Simply put, when you purchase our ATSC 3.0 solutions, you get free licenses for our corresponding ATSC 1.0 systems.

### What's Free for GuideBuilder® Users

- **Trade-in license:** Buy our GuideBuilder XM, Broadcast Gateway, and ROUTE or MMT encoder for call letter stations and get a free GuideBuilder PSIP trade-in license. Licenses owned in ATSC 1.0 are licensed up for ATSC 3.0 (e.g., PMCP/input interfaces to GuideBuilder).
- **Service plan:** Your ATSC 3.0 Service Plans purchased for a given call letter cover ATSC 1.0 software licenses free of charge.
- **License portability:** ATSC 1.0 and ATSC 3.0 licenses for a given call letter are “portable” if your Service Plan remains continuously in effect. As additional ATSC 3.0 services are launched in a market, the PSIP generator licenses required will be free of charge, even if they are moved to a new hosting facility or split over multiple hosting facilities.

### What's Free for StreamScope® Users

- **Trade-in license:** When you purchase a StreamScope XM MT ATSC 3.0 analyzer, you receive a free trade-in license for StreamScope MT, our popular MPEG analyzer with basic RF input. You get a dual-mode ATSC 1.0/3.0 analyzer conveniently on the same platform, when you buy the ATSC 3.0 product and trade in an older Triveni Digital or a competitor's MPEG stream analyzer.
- **Service plan:** ATSC 3.0 StreamScope Service Plans cover the ATSC 1.0 StreamScope at no additional charge.



Example of DMA-wide ATSC 1.0 and ATSC 3.0 channel sharing broadcast with Triveni Digital equipment

## Reliable Service and Support

The new broadcast environment will be more complex than ever, so technical support will be a key factor in the transition to ATSC 3.0. For more than 20 years, our industry-leading U.S. support team has been helping customers integrate our products and solve ecosystem issues. In surveys, customers often rate our support team as the best that they deal with. We have deep knowledge of the broadcast environment and ecosystem, and everyone on our team is fluent in English. Our support team is located at our headquarters in New Jersey, giving you instant access to the product engineering teams when needed for more complex issue resolution.

**In surveys, customers often rate our technical support team as the best that they deal with.**

## Conclusion

ATSC 3.0 will open some amazing opportunities for U.S. broadcast television stations, including the ability to deliver advanced emergency alerts, program guides, targeted advertising, and more. Choosing a technology vendor with extensive knowledge of ATSC 3.0, simultaneous support for ATSC 1.0 and ATSC 3.0, bundled pricing, and world-class support will be the difference between whether or not you make a smooth transition to these revenue-enhancing new features.

### To learn more, contact Triveni Digital:

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