



### ATSC 3.0 Interactive Platform

So Vang VP, Advanced Technology NAB



### Produced by SMPTE and SBE with support from the NAB and ATSC









and the support of our host, WETA Television





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# THANK YOU TO THE SMPTE DC, SBE AND NAB TEAM MEMBERS WHO PRODUCED THIS EVENT

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Maciej Ochman CPB

James Snyder US Library of Congress
Nephi Griffith BMG

Greg Smalfelt Ch 16 Fairfax

Alex Snell BCl Digital

Peter Wharton Happy Robotz

#### Morning Program

9:35 AM - 10:00 AM

12:15 PM - 01:20 PM



### Afternoon Program

8:00 AM - 9:00 AM	Registration and continental breakfast
	Welcome from SMPTF, SBF and AFS

**AES** 8:55 AM - 9:00 AM Fred Willard, SBE Washington

Kishore Persaud, SBE Baltimore

Introduction

9:00 AM - 9:05 AM Peter Wharton, SMPTE Membership VP Chris Lane, Chief Engineer, WETA

**NextGen TV: Transforming the Consumer Experience** 9:05 AM - 9:35 AM Lynn Claudy, SVP Technology, NAB and Chairman, ATSC Board of Directors Madeleine Noland, President, ATSC

Creating New Opportunities with NextGen TV

Joonyoung Park, VP and Fellow, DigiCAP

Benefits of a Converged Broadcast and IP Platform Lynn Claudy, SVP Technology, NAB and Chairman, ATSC Board of Directors 10:35 AM - 11:15 AM

**Content Reception Enhancements** 

Richard Lhermitte. VP Solutions and Market Dev. ENENSYS TeamCast

11:15 AM - 11:30 AM Morning Break

Josh Arensberg, M&E Business Development, Verizon Media

Consumer Applications for Combined 5G & NextGen TV Networks 11:30 AM - 11:50 AM

Case Study: Hybrid Services at "Chicago 3.0" 11:50 AM - 12:15 PM

Jean Macher, Harmonic

Buffet Lunch

Improved Television Reception for Consumers Implementing NextGen TV Distribution Systems 10:00 AM - 10:35 AM John Lynch, ERI Jeff Andrew, Osborn Engineering

4:35 PM - 5:00 PM Brian Markwalter, SVP Research and Standards

6:00 PM - 8:00 PM

02:20 PM - 03:20 PM

03:25 PM - 03:40 PM

The Consumer Technology Association

John McCoskey, SpectraRep

Rick Ducey & Mark Fratrik, BIA

Mark Corl. Triveni Digital

Pete Van Peenan, Pearl TV

The ATSC 3.0 Roadmap

Greg Jarvis, Fincons

Afternoon Break

So Vang, NAB

Interactive and Personalized Features

Personalizing the Consumer Experience

Station Group and Industry Deployment Plans

Advanced Capability Implementation Strategies Skip Pizzi, VP Technology Education & Outreach, NAB (Moderator) 5:00 PM - 6:00 PM Michael Bouchard, VP Technology Strategy, ONE Media / Sinclair

**Cocktail Reception** Busboys and Poets

Stacey Decker, CTO, Public Media Group Sasha Javid, COO, The Spectrum Co

4:10 PM - 4:35 PM Lynn Claudy, SVP Technology, NAB and Chairman, ATSC Board of Directors

Madeleine Noland, President, ATSC

The Consumer Technology Roadmap

4251 S. Campbell Ave., Shirlington Heavy Hors d'oeuvres and open bar

Thomas Janner, Product Management & R&D Director, Rhode & Schwarz

The Consumer Out-of-Home Experience **03:40 PM - 04:10 PM** Mobile & Automotive Applications and FeMBMS (5G Broadcast)

Monetizing the NextGen TV Consumer 01:45 PM - 02:15 PM Addressable Advertising and Analytics

**Protecting the NextGen TV Consumer** 01:25 PM - 01:45 PM Advanced EAS and AWARN Capabilities





# **Topics**

- ATSC 3 Interactive Platform
- Hybrid services
- More customized experience
- TV interfaces





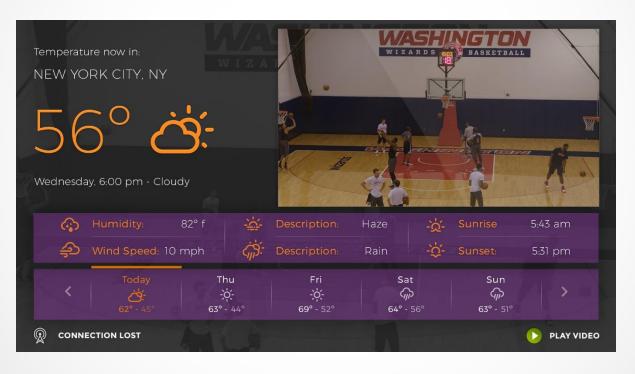
# ATSC 3.0 Interactivity

- Built on Web Technology
- Hybrid vs Smart TVs
- Customized services





## Weather







# Alerting







# 2018 Olympic









# Sport/Racing

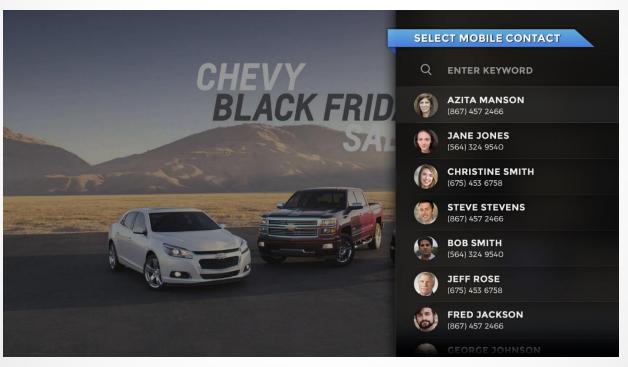








# Customizing Experience







# Content Replacement

Household 1



Household 2







# Interface Thoughts

- Remote control
- Mobile Phone
- Voice





## Voice Interface



