



ATSC 3.0 Interactive Platform

So Vang
VP, Advanced Technology
NAB

The logo for the NextGenTV Summit. It features the text "NEXTGENTV" in a blue and black sans-serif font, followed by a stylized graphic of concentric blue and purple arcs, and then the word "SUMMIT" in a bold red sans-serif font. The entire logo is set against a light gray background with a faint circular pattern.

NEXTGENTVTM SUMMIT

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



and the support of our host, WETA Television



JANUARY 16, 2020



Event Recording courtesy of the following sponsors:

The logo for Telestream, featuring a blue arc above the word "telestream" in a black, lowercase, sans-serif font.

The logo for Panasonic, featuring the word "Panasonic" in a bold, blue, sans-serif font.

NEXTGEN TV SUMMIT

With the support and generosity of the following sponsors:



JANUARY 16, 2020



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

Fred Willard Univision

Rick Singer Singer Media Engineering

Skip Pizzi NAB

Tom Hackett Diversified Systems

Melissa Davis Evertz

Louise Shidler Chesapeake Systems

Maciej Ochman CPB

James Snyder US Library of Congress

Nephi Griffith BMG

Greg Smalfelt Ch 16 Fairfax

Alex Snell BCI Digital

Peter Wharton Happy Robotz

WITHOUT THEIR VOLUNTEER EFFORTS THIS SUMMIT WOULD NOT BE POSSIBLE

Morning Program



Afternoon Program

8:00 AM - 9:00 AM	Registration and continental breakfast
8:55 AM - 9:00 AM	Welcome from SMPTE, SBE and AES Fred Willard, SBE Washington Kishore Persaud, SBE Baltimore
9:00 AM - 9:05 AM	Introduction Peter Wharton, SMPTE Membership VP Chris Lane, Chief Engineer, WETA
9:05 AM - 9:35 AM	NextGen TV: Transforming the Consumer Experience Lynn Claudy, SVP Technology, NAB and Chairman, ATSC Board of Directors Madeleine Noland, President, ATSC
9:35 AM - 10:00 AM	Creating New Opportunities with NextGen TV Joonyoung Park, VP and Fellow, DigiCAP
10:00 AM - 10:35 AM	Improved Television Reception for Consumers <i>Implementing NextGen TV Distribution Systems</i> John Lynch, ERI Jeff Andrew, Osborn Engineering
10:35 AM - 11:15 AM	Benefits of a Converged Broadcast and IP Platform Lynn Claudy, SVP Technology, NAB and Chairman, ATSC Board of Directors Content Reception Enhancements Richard Lhermitte, VP Solutions and Market Dev, ENENSYS TeamCast
11:15 AM - 11:30 AM	Morning Break
11:30 AM - 11:50 AM	Consumer Applications for Combined 5G & NextGen TV Networks Josh Arensberg, M&E Business Development, Verizon Media
11:50 AM - 12:15 PM	Case Study: Hybrid Services at "Chicago 3.0" Jean Macher, Harmonic
12:15 PM - 01:20 PM	Buffet Lunch

01:25 PM - 01:45 PM	Protecting the NextGen TV Consumer <i>Advanced EAS and AWARN Capabilities</i> John McCoskey, SpectraRep
01:45 PM - 02:15 PM	Monetizing the NextGen TV Consumer <i>Addressable Advertising and Analytics</i> Rick Ducey & Mark Fratrik, BIA
02:20 PM - 03:20 PM	Personalizing the Consumer Experience <i>Interactive and Personalized Features</i> Mark Corl, Triveni Digital Greg Jarvis, Fincons So Vang, NAB Pete Van Peenan, Pearl TV
03:25 PM - 03:40 PM	Afternoon Break
03:40 PM - 04:10 PM	The Consumer Out-of-Home Experience <i>Mobile & Automotive Applications and FeMBMS (5G Broadcast)</i> Thomas Janner, Product Management & R&D Director, Rhode & Schwarz
4:10 PM - 4:35 PM	The ATSC 3.0 Roadmap Lynn Claudy, SVP Technology, NAB and Chairman, ATSC Board of Directors Madeleine Noland, President, ATSC
4:35 PM - 5:00 PM	The Consumer Technology Roadmap Brian Markwalter, SVP Research and Standards The Consumer Technology Association
5:00 PM - 6:00 PM	Station Group and Industry Deployment Plans <i>Advanced Capability Implementation Strategies</i> Skip Pizzi, VP Technology Education & Outreach, NAB (Moderator) Michael Bouchard, VP Technology Strategy, ONE Media / Sinclair Stacey Decker, CTO, Public Media Group Sasha Javid, COO, The Spectrum Co
6:00 PM - 8:00 PM	Cocktail Reception Busboys and Poets 4251 S. Campbell Ave., Shirlington <i>Heavy Hors d'oeuvres and open bar</i>



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






Temperature now in:
NEW YORK CITY, NY



56° 

Wednesday, 6:00 pm - Cloudy



Humidity: 82° f Description: Haze Sunrise: 5:43 am
Wind Speed: 10 mph Description: Rain Sunset: 5:31 pm


<	Today	Thu	Fri	Sat	Sun	>
	 62° - 45°	 63° - 44°	 69° - 52°	 64° - 56°	 63° - 51°	


 CONNECTION LOST  PLAY VIDEO



Alerting

JOHN TEST SMITH - MISSING





AGE 5 years old


SEX Male

RACE African Am...

HEIGHT 44 inches


HAIR Short/Black

CLOTHES Blue coat, tan corduroy pants.




<<AMBER ALERT>>


IF SEEN CALL **555-555-5555**




VICTIM




SUSPECT



CAR
DESCRIPTION



LAST
SEEN



CONTACT &
MORE INFO



2018 Olympic

PILOT Welcome So

More Independent Anti-doping System... 4 min 31 sec

Anti-doping measures at the Olympic Winter Games PyeongChang 2018 will be the most comprehensive and independent in Olympic history, according to the IOC's medical chief.

2018 OLYMPICS

WEATHER

THURSDAY, SEPTEMBER 13, 2018 10:25 AM 76° F

POWERED BY **OPEN Z NET**

FAMOUS FOR Fun
OPENING DAY 8:05 PM TONIGHT, 8:05 PM

5 WFLA Welcome So Today in Vienna - Clouds 46°F 1:37 pm

MY COUNTRIES

10 22 07	10 22 07	10 22 07	10 22 07	10 22 07	10 22 07

MY ATHLETES

Joss Christensen	Jamie Anderson	Apolo Ohno	Kelly Clark	Ole Einar	Heather Bergsma

MY SPORTS

Alpine Skiing	Biathlon	Bobsleigh	Curling	Figure Skating	Freestyle Skiing

TWEET SHARE SEARCH

Sport/Racing













Customizing Experience

**CHEVY
BLACK FRIDAY
SALE**

SELECT MOBILE CONTACT

Q ENTER KEYWORD

-  **AZITA MANSON**
(867) 457 2466
-  **JANE JONES**
(564) 324 9540
-  **CHRISTINE SMITH**
(675) 453 6758
-  **STEVE STEVENS**
(867) 457 2466
-  **BOB SMITH**
(564) 324 9540
-  **JEFF ROSE**
(675) 453 6758
-  **FRED JACKSON**
(867) 457 2466
-  **GEORGE JOHNSON**



Content Replacement

Household 1

PILOT Welcome So

More Independent Anti-doping System... 4 min 31 sec

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2018 OLYMPICS

WEATHER

THURSDAY, SEPTEMBER 13, 2018 10:25 AM 76° F

Household 2

FOX SPORTS

Dale Earnhardt Jr. 88

Currently: 7
Started: 10
Laps: 10/200
Time: -9.322 (Behind Leader)

DOVER 400
7 of 400

LEADERS	BEHIND	TIME
1. HAMILIN	-0.84	-7.12
2. TRUEX JR.	-1.76	-7.38
3. KENSETH	-1.76	-7.58
4. BLANKE	-1.76	-8.06

EARNHARDT JR.

201

presented by **Nationwide**



Interface Thoughts

- Remote control
- Mobile Phone
- Voice



Voice Interface



A nighttime photograph of the Washington Monument and the Jefferson Memorial in Washington, D.C. The Washington Monument is on the left, and the Jefferson Memorial is on the right. Both are illuminated and their lights are reflected in the water in the foreground. The sky is a deep blue.

FROM THE SMPTE WASHINGTON DC SECTION

THANK YOU