

Consumer
Technology
Association™



NEXTGEN TV and Other Trends

Brian Markwalter

SVP, Research & Standards

nextgentv **SUMMIT**

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



and the support of our host, WETA Television



JANUARY 16, 2020



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

telestream

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

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JANUARY 16, 2020



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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> ▶

A CES Flyover





Personalization

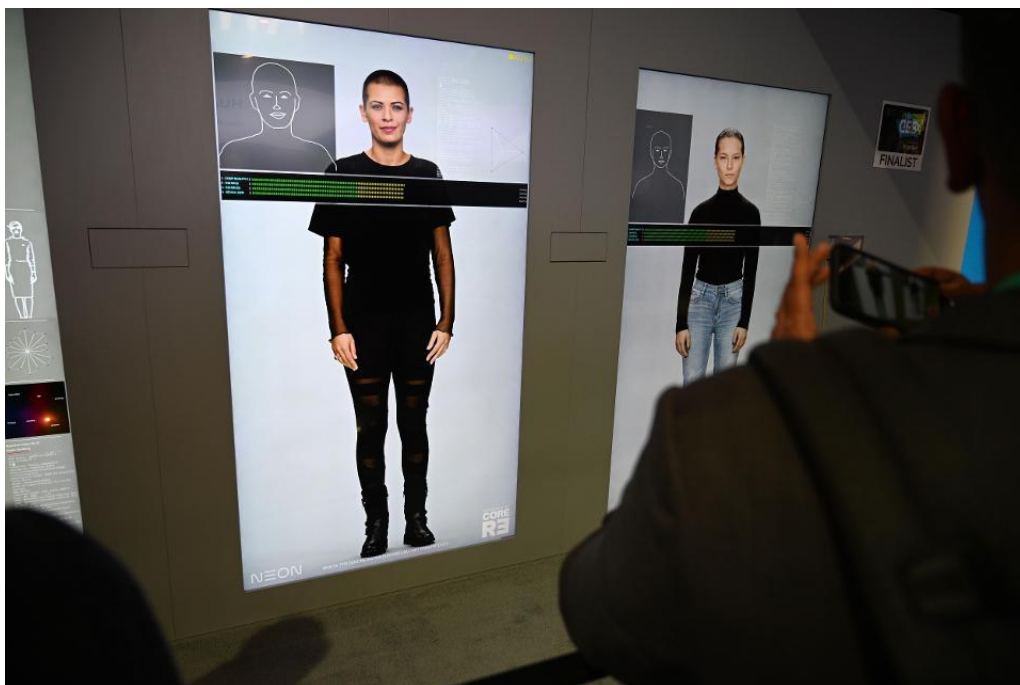
Privacy

Intelligence



CES 2020 News: Tech Executives Answer Tough Questions About Privacy

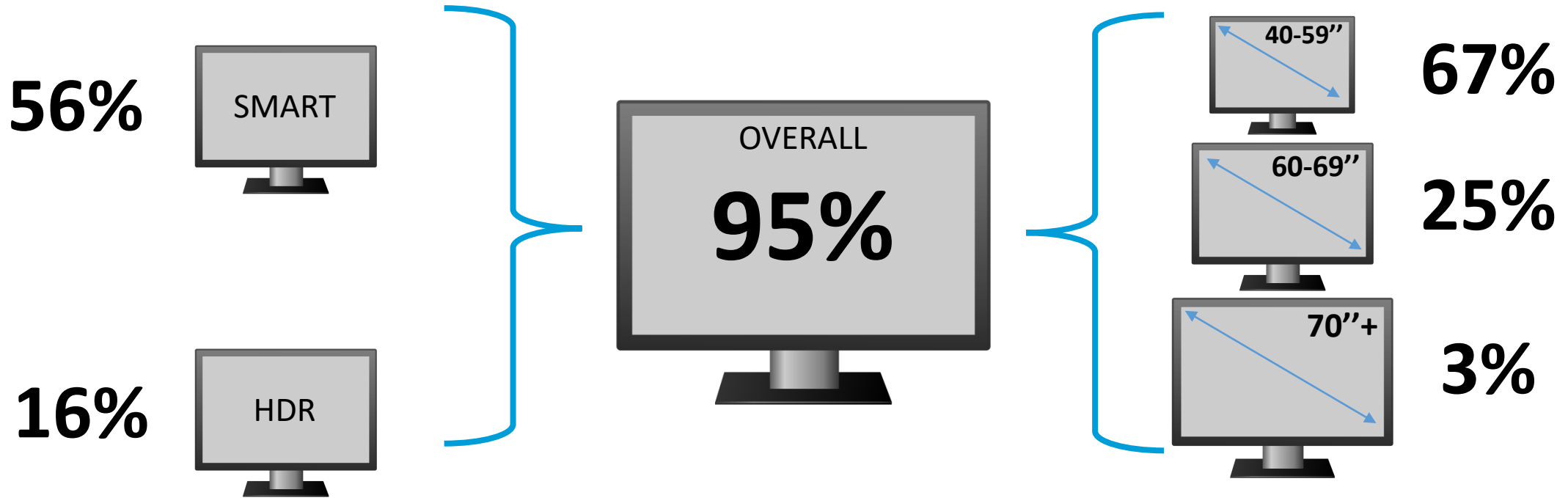
Apple, Facebook, and Procter & Gamble executives discussed privacy, encryption, and digital advertising at CES 2020



Video Trends

2019 US TV HH Penetration Rates

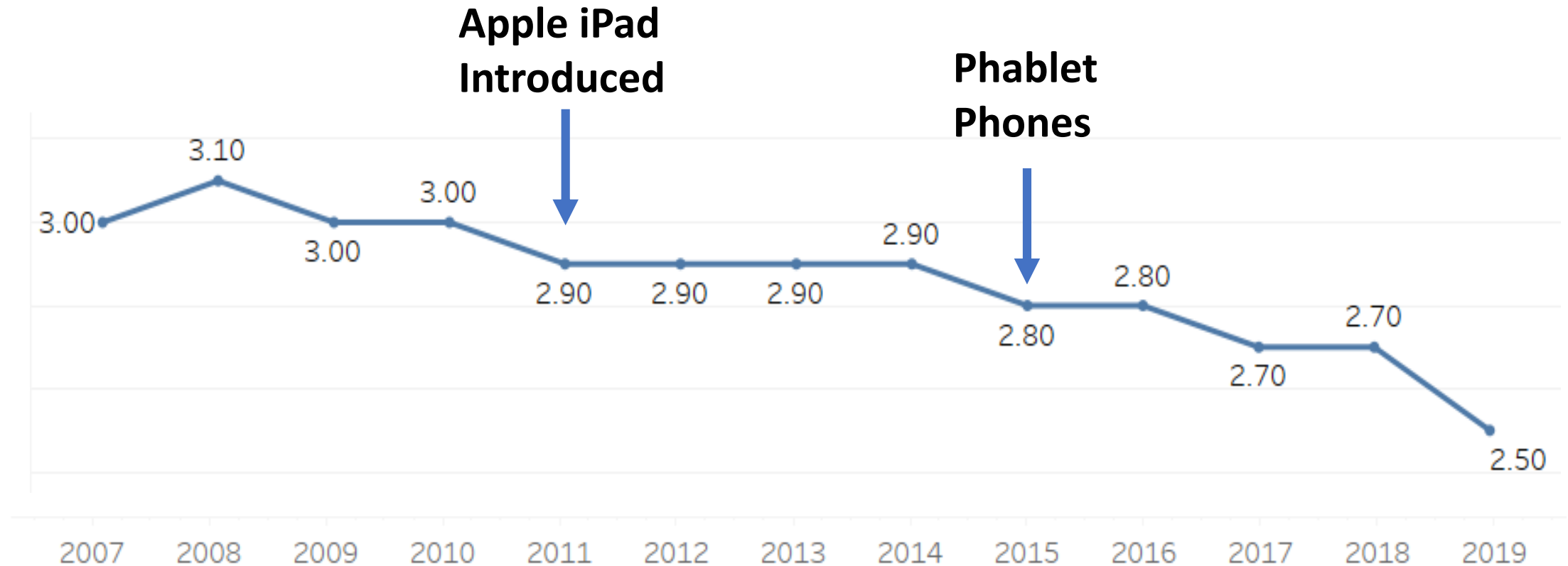
% of US Households Owning at Least One Product



Source: CTA, *Consumer Technology Ownership and Market Potential Study*, 2019

Fewer TVs Per US Owner Household

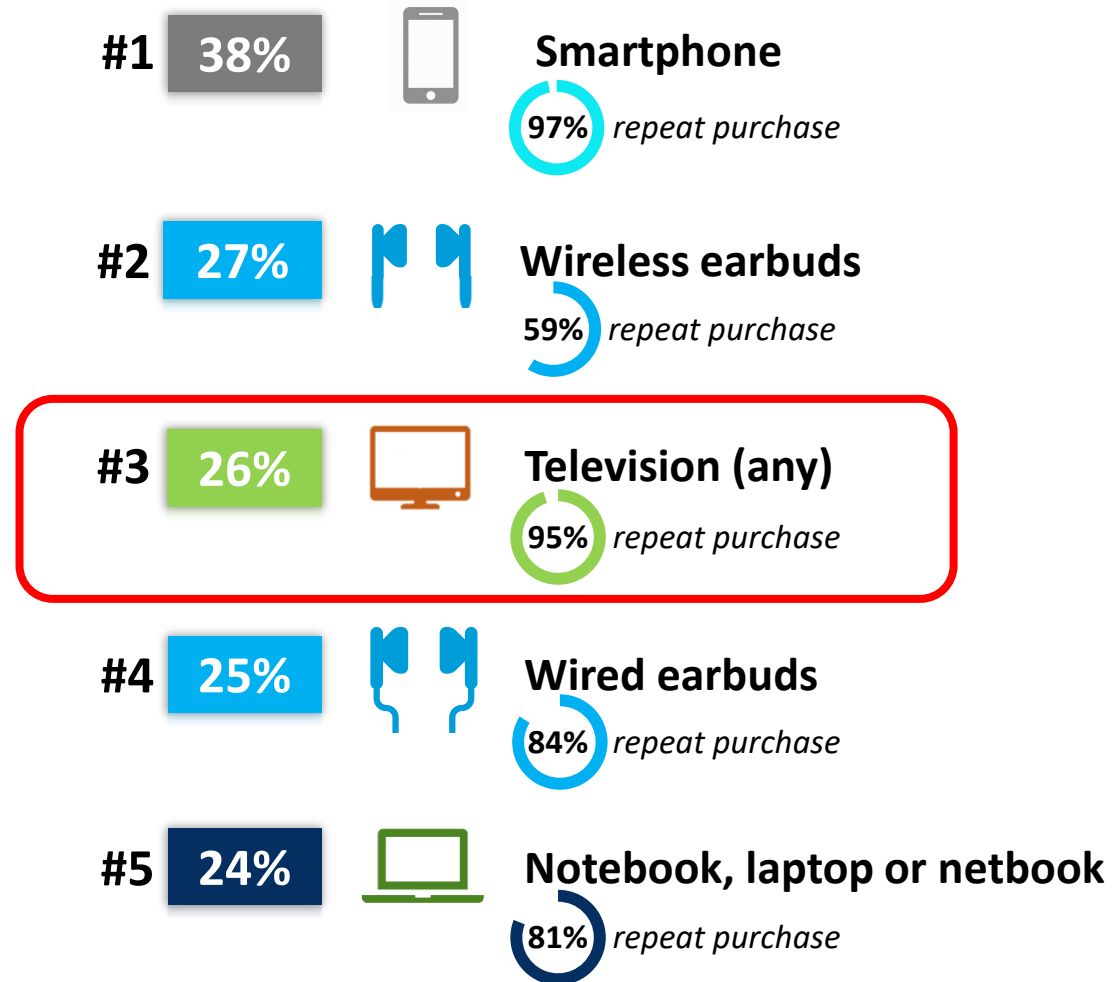
US Market – Avg. # of TVs Per Owner Household



Source: CTA, Annual *Consumer Technology Ownership and Market Potential* Studies

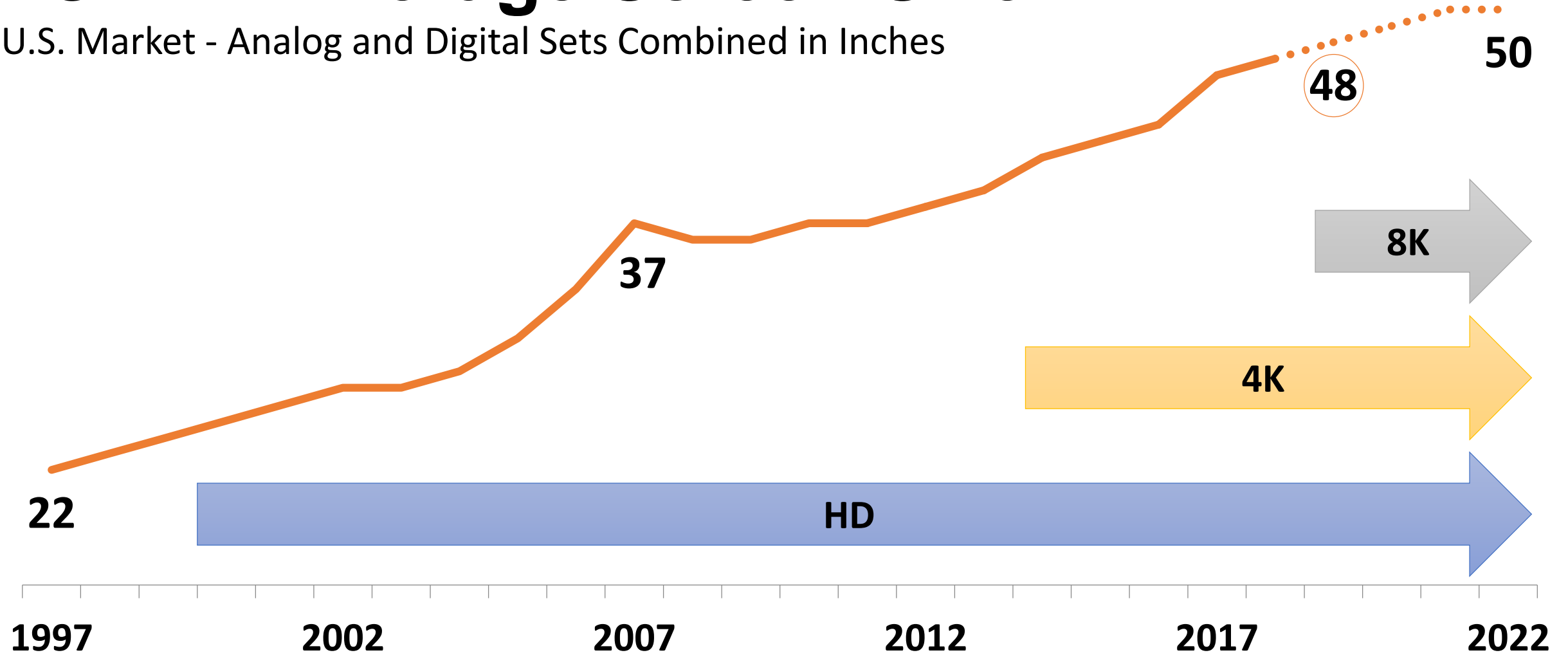
2019 Top Planned Consumer Tech Purchases

% of U.S. HHs Planning to Purchase



LCD TV Average Screen Size

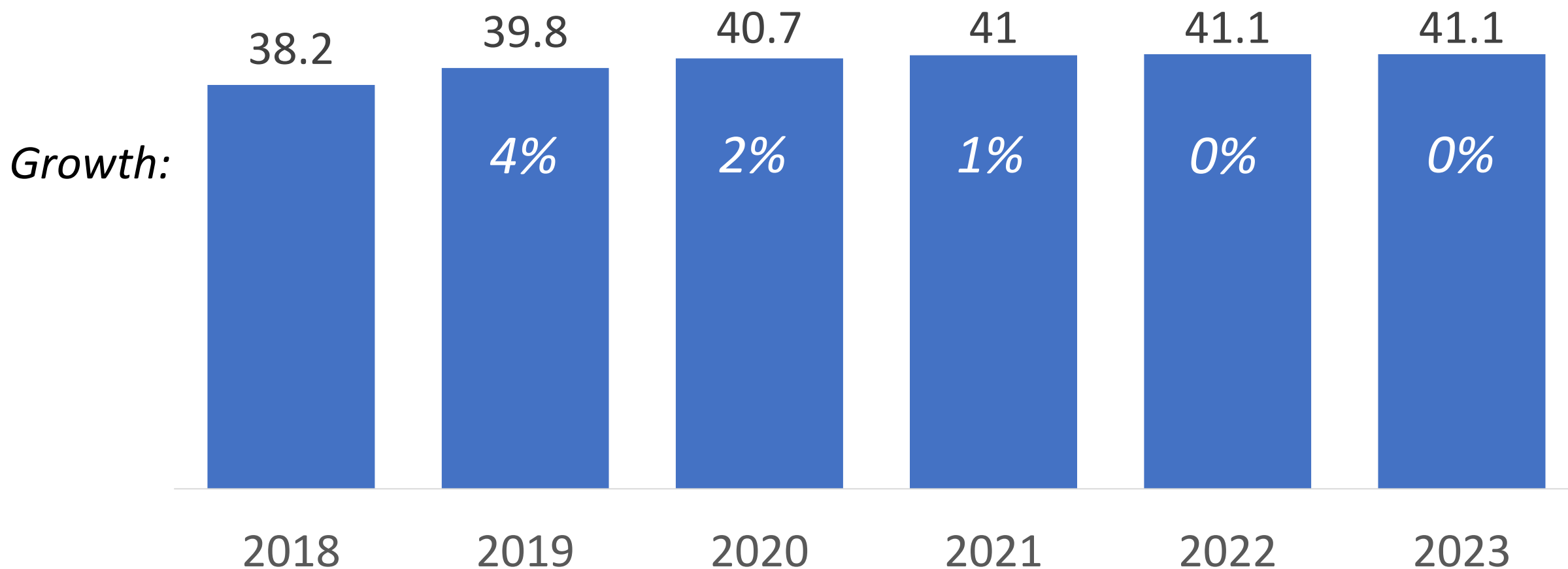
U.S. Market - Analog and Digital Sets Combined in Inches



Source: CTA Research

Overall TV Volume: Short-Term Growth

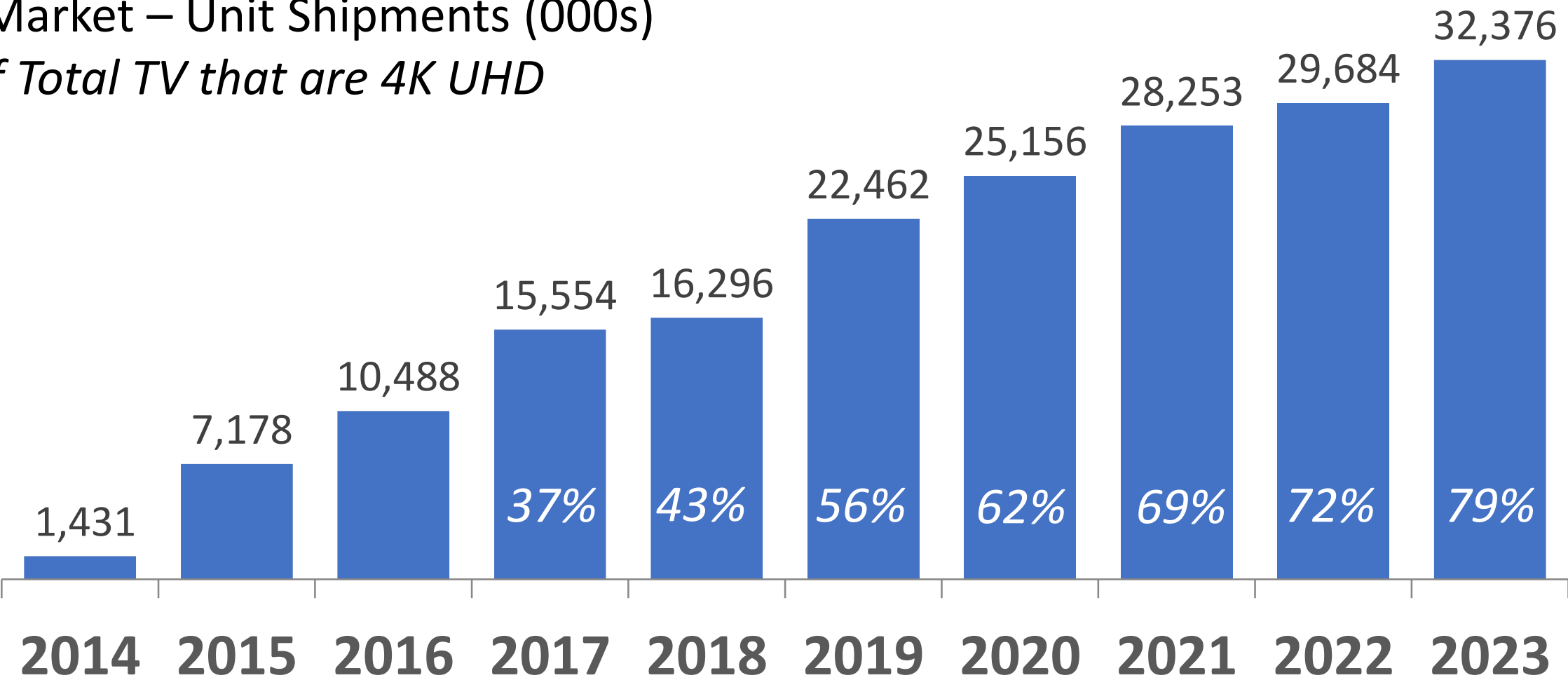
US Market – Unit Shipments (millions)



4K UHD TV – All Techs

US Market – Unit Shipments (000s)

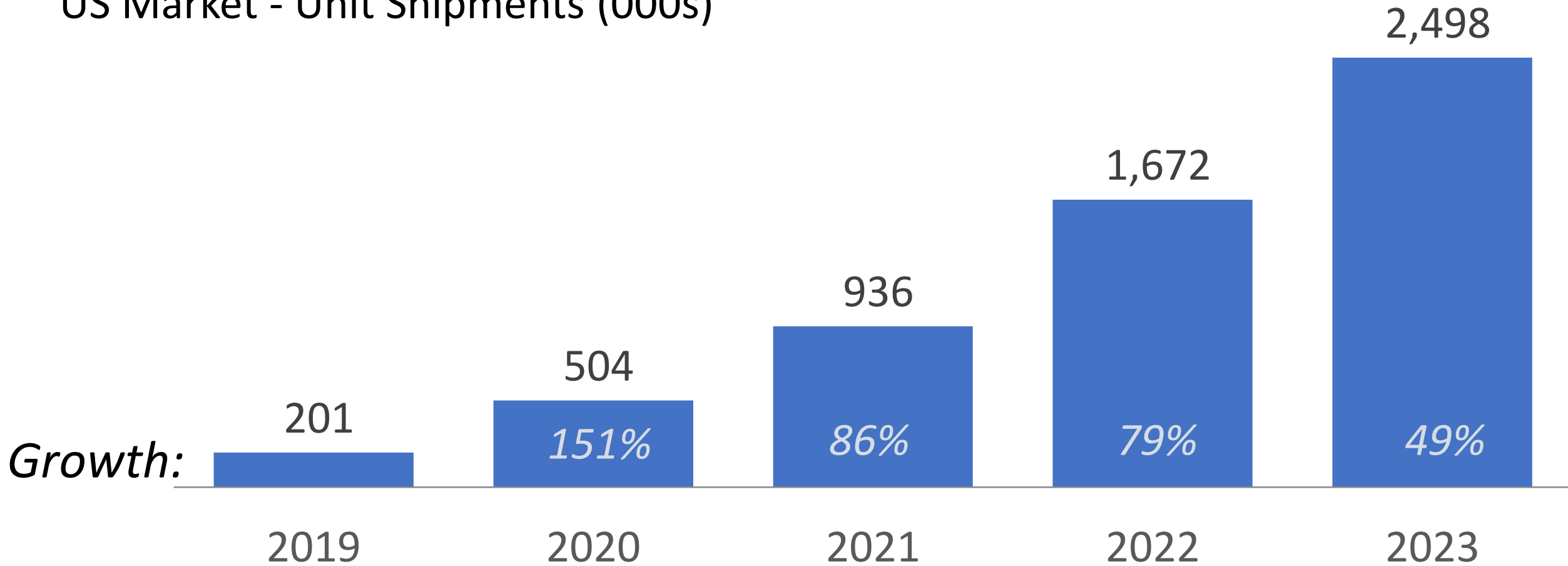
% of Total TV that are 4K UHD



Source: CTA Research

8K UHD TV – All Techs

US Market - Unit Shipments (000s)





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Press Release | September 26, 2019

New Industry-Approved "NEXTGEN TV" Name, Logo Will Distinguish ATSC 3.0- Enabled Tech Devices

by **Danielle Cassagnol;**
Tyler Suiters

In advance of ATSC-3.0 IP-enabled broadcast transmission in 2020, the Consumer Technology Association (CTA)® today announced "NEXTGEN TV" as the go-to-market name for this groundbreaking television technology. In coordination with broadcasting companies, device manufacturers and standards engineers at CTA's Technology & Standards Fall Forum, the association also unveiled the NEXTGEN TV logo for devices meeting newly developed ATSC 3.0 interoperability test specifications.



Newsroom

CO

NextGen TV for 4K TV Broadcasting Officially Launches at CES 2020

It is expected that NextGen TV will roll out to more than 60 markets in the U.S., covering more than 70 percent of the population.

STEWART WOLPIN • 6 DAYS AGO



Samsung Electronics Announces 2020 QLED 8K Lineup

USA on January 5, 2020

Samsung's Ultra HD Viewers bring the latest in broadcast

Samsung Electronics announced today that its ultra-high definition (UHD) QLED TVs. This next-generation broadcast standard provides a new level of picture quality and immersive experiences, designed to usher a new era of over-the-air (OTA) broadcasting.

"Samsung is constantly transforming the technology to enhance the home entertainment experience, so leading this effort with the introduction of our 2020 QLED 8K TVs is a natural next step. As President of the Visual Display Business at Samsung, I am excited to see how this new at-home viewing experience for our 2020 QLED 8K TVs will help us lead the industry. We will continue to steer our broadcast partners into developing content from scratch the surface and are excited about the future of 8K broadcasting."

One of the constant consumer complaints about 4K TV is the lack of broadcast 4K content. This complaint will slowly be addressed this year with the official launch of NextGen TV, the consumer-facing name for the ATSC 3.0 broadcast standard that enables 4K UHD broadcasting.

LG, Samsung, and Sony all announced new 4K and 8K TVs incorporating ATSC at CES, a total of 20 models to start 2020, noted Madeleine Noland, president of ATSC. It is expected that NextGen TV will roll out to more than 60 markets in the U.S., covering more than 70 percent of the population. "Broadcasters are moving forward with unprecedented enthusiasm and cooperation," Noland noted.



NAB president Gordon Smith, ATSC president Madeleine Noland, CTA president and CEO Gary Shapiro discussing NextGen TV at CES 2020.

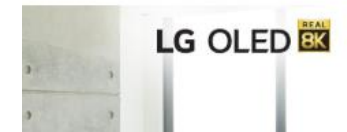
INFOGRAPHICS VIDEOS EVENTS



January 3, 2020

LG's Real 8K TV Lineup Debuts at CES

LG's Real 8K TV Lineup Debuts at CES



Going to Market with NEXTGEN TV

Conformance

- ATSC
- CTA + NAB
- Pearl

Logo

- ATSC tasked CTA with logo development



- Two rounds of ideation and consumer research to select NEXTGEN TV name and logo
- For use with consumer TVs and receivers that pass the NEXTGEN TV Test Suite
 - developed by Eurofins for CTA and NAB

Why a NEXTGEN TV Logo?

- Support adoption and consumer recognition
- Signify device compliance
- Hint at the benefits of the ATSC 3.0 technology



FROM THE SMPTE WASHINGTON DC SECTION

THANK YOU