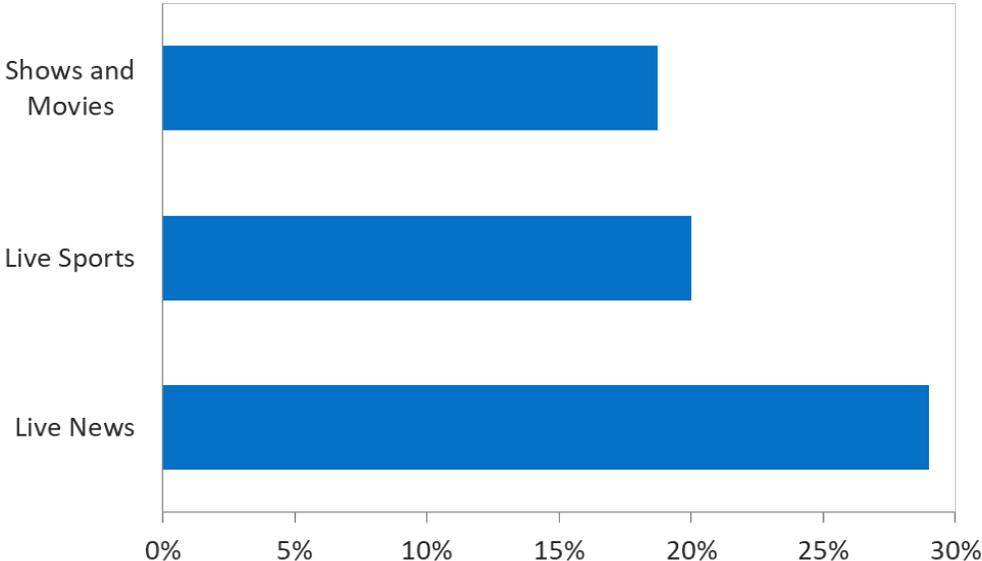


By Alan Bullock, Senior Contributing Analyst, Parks Associates

Synopsis	Content Preferences								
<p>ATSC 3.0, the next generation of broadcast technology, built on IP, opens new possibilities to broadcasters and has the potential to transform the video market.</p> <p>This report details shifting video consumption habits, provides an overview of ATSC 3.0, and profiles leading broadcasters and service providers deploying it today. It assesses implications for the full video ecosystem, including for both traditional and streaming players.</p>	<p style="text-align: center;">TV Antenna Owners for Whom OTA is First Choice for Various Types of Content</p>  <table border="1"> <caption>TV Antenna Owners for Whom OTA is First Choice for Various Types of Content</caption> <thead> <tr> <th>Content Type</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Shows and Movies</td> <td>~18%</td> </tr> <tr> <td>Live Sports</td> <td>~20%</td> </tr> <tr> <td>Live News</td> <td>~28%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Content Type	Percentage	Shows and Movies	~18%	Live Sports	~20%	Live News	~28%
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<p>Publish Date: 4Q 23</p>	<p>“ATSC 3.0 (marketed to consumers as NEXTGEN TV) has the potential to pump new life into broadcast TV, with benefits for viewers and increased revenue opportunities for broadcasters. It offers an improved entertainment experience for viewers and allows broadcasters to offer more programming with additional revenue-generating advertising spots, enables new interactive ads with more precise targeting, and offers new, cost-effective ways to securely distribute data to many recipients,” said Alan Bullock, Senior Contributing Analyst, Parks Associates.</p>								
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	<p>Bottom Line</p> <p>What is ATSC 3.0? Why ATSC 3.0 Matters</p> <p>ATSC 3.0 Advantages IP Architecture Improved Video Enhanced Audio Interactive User Experience Watermarking Data Collection Signal Advantages Datacasting Security Future-Proof and Portable</p>								

	<p>Current Status – In Transition Geographic and Market Coverage Viewing Options NEXTGEN TV Certification Televisions Upgrade Accessory Devices</p> <p>Digital Rights Management (DRM): A Critical Component of ATSC 3.0</p> <p>Datacasting: Applications Beyond Entertainment Remote Education and Learning New Data Networks Emergency Communications Internet of Things (IoT)</p> <p>Growth Drivers and Barriers Spectrum Challenges Appeal to FCC</p> <p>Consumer Awareness A Need for Affordable Viewing Solutions DRM Battles High Resolution Content</p> <p>ATSC 3.0 Implications For Broadcasters For Consumers For OTT Streaming Services For Content Owners For Advertisers</p> <p>ATSC 3.0 Technology Providers</p> <p>Appendix Glossary Parks Associates Entertainment Video Ecosystem Companies Briefed or Researched for This Report</p>
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List of Companies	
Ad Insertion Platform Sàrl	Manhattan-Digital LLC
Advanced Television Systems Committee (ATSC)	MediaTek
Ateme	PBS North Carolina / WUNC-TV
Atlanta DTH (ADTH)	Pearl TV
Avanci	Resillion
Capitol Broadcasting Company / WRAL-TV	SiliconDust
DigiCAP	Sinclair Broadcast Group
The E.W. Scripps Company	SpectraRep
EZDRM, Inc.	SpectraRep, LLC
Geniatech	Tolka
Harmonic	Unisoft
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Hewlett Packard Enterprise (HPE)	Via Licensing Alliance
iWedia S.A.	ZapperBox
	Zinwell

Attributes	
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