



The FCC's Flexible Market Driven Regulatory Approach to Next Generation TV Services

Neşe Guendelsberger
Deputy Bureau Chief, International Bureau
Federal Communications Commission

Overview

- ATSC 3.0 (Next Generation TV) =
 - World's first Internet Protocol-based broadcast TV transmission platform
 - Developed by Advanced Television Systems Committee
 - Next generation to ATSC 1.0 (DTV) standard
- Next Generation TV will leverage the capabilities of over-the-air broadcasting and broadband to enable new types of hybrid services.
 - Higher quality audio and video, improved reception on both fixed and mobile devices, and more accessibility, personalization and interactivity.
 - Benefit the hearing- and vision-impaired as it supports various accessibility advances.
 - The hyper-localized advanced emergency alerting will especially benefit those living in areas prone to natural disasters such as hurricanes and tornadoes as well as areas which are targets of man-made threats.
 - Has the capability to wake up devices in “sleep” mode to deliver time-sensitive, potentially life-saving emergency information.

ATSC 3.0

- A key characteristic of ATSC 3.0 is its flexibility. The standard features a broad set of technical parameters allowing a wide range of potential services now and in the future.
- The FCC’s regulatory approach to next generation services emphasizes:
 - A light-touch approach –creating a regulatory framework that removes impediments to innovation and investments.
 - An open, transparent and collaborative process, with public comment invited and decisions made on the regulatory record.
 - “Notice and Comment” rulemaking
 - Stakeholder engagement
 - Fact-based and data-driven decision
- We are following this approach to ATSC 3.0 and next generation TV services.

ATSC 3.0 Report and Order Highlights

- Last year, in a Report and Order, the FCC adopted rules to authorize ATSC 3.0 standard on a voluntary, market-driven basis.
- ATSC 3.0 merges the capabilities of over-the-air (OTA) broadcasting with the broadband viewing and information delivery methods of the Internet, using the same 6 MHz channels presently allocated for DTV service.
- The rules allow broadcasters the flexibility to deploy Next Generation TV service while minimizing the impact on consumers and industry stakeholders.
 - This new TV transmission standard promises to allow broadcasters to innovate, improve service, and use their spectrum more efficiently.

ATSC 3.0 Report and Order

Key decisions in the Report and Order:

- *Voluntary Use:*
 - Authorizes ATSC 3.0 as an optional broadcast television transmission standard.
- *Local Simulcasting:*
 - Requires broadcasters that wish to use ATSC 3.0, Next Generation TV, to partner with another local station in their market to simulcast their primary programming in the current DTV standard (ATSC 1.0), so that viewers can continue to receive their existing broadcast service without having to purchase new equipment.

Key Decisions (cont'd.)

- *MVPD Carriage:*
 - MVPD stands for multichannel video programming distributor (provides multiple television channels, using cable or satellite TV service). A local over-the air television broadcast station may require such an operator that serves the same market as the broadcaster to carry its TV signal.
 - A Next Gen TV broadcaster's ATSC 1.0 signal will retain mandatory carriage rights, and a Next Gen TV broadcaster's 3.0 signal will not have mandatory carriage rights while the Commission requires local simulcasting.
 - Voluntary carriage of 3.0 signals left to marketplace negotiations.
- *Public Interest Obligations and Consumer Protection.*
 - Subjects Next Gen TV signals to the public interest obligations that currently apply to television broadcasters; and requires broadcasters to provide advance on-air notifications to educate consumers about Next Generation TV service deployment and simulcasting.

ATSC 3.0 Report and Order

Local Simulcasting: Next Gen TV stations must simulcast primary video programming stream of ATSC 3.0 channels in ATSC 1.0 format.

- Ensures continued availability of over-the-air TV
 - ATSC 3.0 not backward compatible with ATSC 1.0
- Accomplished by voluntary station partnerships
 - ATSC 3.0 at temporary host, while using original facility for ATSC 1.0 simulcast, or
 - ATSC 1.0 simulcast at temporary host, converting original facility to ATSC 3.0

ATSC 3.0 Report and Order

Local Simulcasting (cont'd)

- Coverage requirements
 - Next Gen TV 1.0 simulcast channel must continue to cover entire community of license
- “Substantially similar” requirement: Programming on 3.0 primary stream must be same as 1.0 simulcast
 - Except features based on enhanced capabilities of ATSC 3.0, advertisements, and promotions for upcoming programs
- The Commission intends that the local simulcasting requirement be temporary
 - To decide when to eliminate the requirement, the Commission will monitor the pace of the voluntary deployment of ATSC 3.0 both nationally and market-by-market, including the rollout of 3.0 service, the penetration of ATSC 3.0–ready TV sets and other converter equipment, and the extent to which MVPDs have deployed 3.0 equipment.

ATSC 3.0 Report and Order Highlights

Local Simulcasting (cont'd)

– Waivers/exemptions

- Case-by-case waivers for full power and Class A stations
- LPTV and TV translator stations exempt from local simulcasting
 - LPTV and TV translator stations are permitted to transition directly from ATSC 1.0 to ATSC 3.0 service

Industry Highlights

- In March 2018, the FCC authorized Univision's KFPH-CD to transmit ATSC 3.0 transmissions as part of the model market "test bed" in Phoenix, Arizona.
 - The Phoenix Model Market pilot project includes a number of English and Spanish-language television stations.
 - This market is home to more than 1.8 million households with more than one in five viewers relying on over-the-air reception.
- Planning is underway to launch the first in-car tests, likely in Q1 2019.
- Fox, NBC, Univision, Tegna and Nexstar Media promised to work together on the standard in a bid to have it rolled out nationwide by 2020.

Next Gen TV – First IP Based Broadcast Platform

- By authorizing the rollout of the next generation broadcast television standard on a voluntary, market-driven basis, we hope to bring a wide range of benefits to American consumers.
 - It will enable broadcasters to offer innovative services, interactive content, new emergency alerting tools and greater mobile delivery.
- It's also worth noting that Next Gen TV could boost competition in the video marketplace.
 - Through expanded service offerings and new features, Next Gen TV should enhance the free, over-the-air television service that many Americans rely on, and make it a stronger competitor to pay-TV services.

THANK YOU!

Nese.Guendelsberger@fcc.gov