



The Next Generation of Broadcast Television is on the Horizon

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The issue:

The Federal Communications Commission (FCC) has approved voluntary use of the Next Generation TV standard. Next Gen TV requires no additional spectrum and no government subsidies. As broadcasters begin to invest in the future of television to the benefit of viewers, the FCC should maintain a reasonable, flexible framework for Next Gen deployment.

Here's why:

The next generation of broadcast television technology will deliver life-saving advanced emergency alerting, stunning pictures, immersive and customizable audio and improved reception to enhance and expand the broadcast viewing experience. Because the new technology combines the best of broadcast television and broadband, Next Gen TV allows local stations to better personalize their broadcasts with information and interactive features to give viewers the content that is most relevant to them.

Next Gen TV also supports enhanced mobile reception, so viewers can access unlimited live local and national news, the most popular sports and entertainment programs and children's shows on mobile devices over-the-air without having to rely on cellular data services. That means viewers won't run through their data cap, and there's no monthly fee – broadcast TV is free.

In November, the Commission voted to allow broadcasters to use the Next Gen TV standard on a voluntary basis. Stations electing to begin transmitting using the Next Gen standard must arrange to simulcast programming from another station's facilities using the current DTV standard. As broadcasters move to unleash the next generation of free broadcast television service, the FCC should continue to allow them as much flexibility as possible, to allow stations to provide the very best services for broadcast viewers.