

# NEXT GENERATION TELEVISION IS ON THE HORIZON

## The issue:

Broadcasters are focused on the future of television and are already serving more than half the country with NEXTGEN TV. As television stations continue to invest in new technologies to benefit viewers, the **Federal Communications Commission (FCC) should maintain a reasonable, flexible framework for NEXTGEN TV deployment.**

## Here's why:

The next generation of broadcast television technology can deliver lifesaving advanced emergency alerting, stunning pictures, immersive and customizable audio and improved reception to enhance viewers' experience.

- Because the new technology combines the best features of broadcast television and broadband, NEXTGEN TV **allows local stations to better personalize their broadcasts** with information and interactive features to give viewers the most relevant content.
- NEXTGEN 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 will not run through their data cap, and there is **no monthly fee** – broadcast TV is free.

In 2017, the FCC voted to allow broadcasters to use the NEXTGEN TV standard on a voluntary basis.

- Since then, stations using the new NEXTGEN TV standard are continuing to broadcast in the current standard so that viewers with older TVs can still access the station's signal.
- Broadcasters have launched NEXTGEN TV in **more than 60 markets** with further deployments rolling out in 2023 and beyond.
- NEXTGEN TV requires no additional spectrum or government subsidies.

## The bottom line:

As broadcasters move to unleash the next generation of free broadcast television, Congress and the FCC should support its quick rollout and enable stations to provide the absolute best services for broadcast viewers.