



## **PMVG AND DIGICAP SUCCESSFULLY IMPLEMENT ENHANCED MANAGEMENT SERVICE AT W35DZ-D IN COOKEVILLE, TN**

**BOULDER, CO (March 31, 2025)** – Public Media Venture Group (PMVG), in collaboration with the Korea Radio Promotion Association (RAPA), announces the successful implementation of DigiCAP’s Enhanced Management System (EMS) at W35DZ-D, a low-power TV station serving as an ATSC 3.0 translator for public television station WCTE in Cookeville, Tennessee.

The EMS enhances station management by providing real-time monitoring and remote diagnostics for all ATSC 3.0 services passing through the station’s signal chain. Installed at the station’s transmitter site and connected via broadband to DigiCAP’s 24/7 operations center in Seoul, the system continuously tracks key operating parameters and presents them through a user-friendly dashboard accessible to station personnel via PC or smartphone.

DigiCAP’s monitoring center automatically detects anomalies and sends real-time alerts to technical staff at WCTE and PMVG. With remote diagnostics, DigiCAP’s operators can troubleshoot issues in collaboration with local station engineers, often resolving problems without the need for an on-site visit. When a site visit is required, engineers arrive with detailed insights into the problem, significantly improving response efficiency and reducing station downtime.

Designed to scale across multi-transmitter networks, EMS is particularly well-suited for public television state networks, some of which operate over 100 transmitter sites. By improving reliability, optimizing technical resources, and reducing operational costs, EMS has the potential to transform how public broadcasters manage ATSC 3.0 infrastructure.

At W35DZ-D, EMS is seamlessly integrated with DigiCaster, DigiCAP’s software-based ATSC 3.0 air chain. This compatibility simplified the installation process. Recognizing that public television stations use ATSC 3.0 equipment from a variety of manufacturers, DigiCAP and PMVG are exploring ways to expand EMS compatibility across the many different configurations of ATSC 3.0 deployment across the public television system.

Joonyoung Park, Fellow and Senior Vice President at DigiCAP, stated, "With an upgrade path for ATSC 3.0 transport and transmission system monitoring, EMS ensures long-term sustainability for broadcasters navigating the evolving ATSC landscape."

Marc Hand, CEO of PMVG commented, "EMS has already had an impact on our operations at W35DZ-D, providing a comprehensive view of the various programming and data streams running through our signal chain, and allowing us to optimize our service by minimizing the need for costly site visits. We look forward to working with DigiCAP to expand the availability of EMS to PMVG members and to public television stations overall."

Craig LeFevre commented, “WCTE is a small public television station with a track record of big public service. Given all of the local production that we do and our very small budget, engineering resources are at a premium for us. EMS has a big impact, allowing us to do more with less.”

This initiative is part of a groundbreaking joint venture between RAPA and PMVG aimed at applying advanced technology developed during the ATSC 3.0 rollout in South Korea to the United States. The focus is to develop public service applications for ATSC 3.0 that increase public service and enhance station efficiency. Other projects currently implemented or under development at the WCTE / W35DZ-D site in Cookeville include LiveCAP, an AI-driven system providing closed captions in multiple languages, and EQ4ALL, an emergency-alerting system that uses avatars to provide severe weather and other alerts in American Sign Language to deaf and hearing-impaired viewers.

For more information, please contact Joonyoung Park at DigiCAP, Marc Hand at PMVG, or Craig LeFevre at WCTE.

**About PMVG:** Comprised of 32 leading public media organizations, PMVG develops scalable technology use cases to help sustain public media’s vital services in the long term. Public broadcasting is an essential part of American media, and PMVG is committed to ensuring the system’s central role in the nation’s future social ecosystem. PMVG member organizations own and operate over 100 public stations that collectively reach 250 million people.  
[www.publicmediaventure.com](http://www.publicmediaventure.com).

**About DigiCAP:** DigiCAP Co., LTD is a South Korean company that provides a variety of software-based devices to support the ATSC 3.0 broadcast system. DigiCAP also products in content protection, rights management, conditional access, smart car software, and a variety of cloud-based services. For more information about DigiCAP, please visit [www.digicaps.com](http://www.digicaps.com).



**About RAPA:** RAPA, The Korea Radio Promotion Association is an organization that brings together the Korean Government and private industry in Korea to promote the success of Korean companies operating in television broadcast and production. RAPA has supported the joint initiative between PMVG and DigiCAP that has made the LiveCAP demonstration possible. For more information, visit [www.rapa.or.kr](http://www.rapa.or.kr).



**About WCTE:** WCTE is the PBS station that serves Cookeville, TN and the surrounding area. Although WCTE is one of the smaller stations in the PBS system, it is also one of the most active locally, deeply engaged with its community and offering many hours of locally produced programming about the region it serves. For more information, visit [www.wcte.org](http://www.wcte.org).



**MEDIA CONTACT:**

Marc Hand, [marc@publicmediaventure.com](mailto:marc@publicmediaventure.com); 303-907-1706

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