

PRESS RELEASE – FOR IMMEDIATE RELEASE



PMVG, DIGICAP, AND WCTE COMPLETE SUCCESSFUL ATSC 3.0 TRANSMISSION AT NEW TESTBED SITE

BOULDER, CO (August 24, 2023) – A groundbreaking collaboration between PMVG (Public Media Venture Group), RAPA (Korea Radio Promotion Association), and WCTE (Cookeville, Tenn.) has resulted in the successful launch of an ATSC 3.0 demonstration site at W35DZ-D, a low-power television station owned by PMVG. The station, located on WCTE’s Monterey, Tenn., transmitter site, is the first step in creating an active NextGen TV testbed that will showcase the potential of ATSC 3.0 technology for public media.

The testbed was built with the help of DigiCAP, a leading ATSC 3.0 solutions provider based in Seoul, South Korea. It will serve as a platform for developing and demonstrating various ATSC 3.0 applications and use cases, such as enhanced emergency alerting, interactive education, and datacasting.

In early August, a delegation of Korean engineers and technology suppliers visited WCTE to set up and test the new station. The delegation included representatives from RAPA, ETRI, DS Broadcast, and DigiCAP. Welcomed by WCTE leadership and technical staff, who were actively involved in the testing process, the delegation met with local decisionmakers and business leaders, as well as two members of the Tennessee Legislature. The delegation also visited Putnam County’s Emergency Management Center and toured WCTE’s mountaintop transmitter site. While on-site in Monterey, the RAPA delegation installed and tested an ATSC 3.0 system configuration comprising a media encoder, air-chain and modulator, and conducted a successful low power test of the system configuration.

PMVG, RAPA, and WCTE anticipate the commencement of full ATSC 3.0 service to the Upper Cumberland region of Tennessee and Kentucky this fall.

“We are excited about the new capabilities ATSC 3.0 can bring. As a public station in rural Tennessee, we see 3.0’s potential to better serve our community by enabling us to add more services and distribution channels,” said WCTE Station Manager Craig Lefevre. “The testbed will not only benefit the Upper Cumberland region, but also inspire the broader industry to explore the possibilities of 3.0.”

Marc Hand, founder and CEO of PMVG, added, “As a platform for NextGen testing and development, this demonstration site will show how public media can continue to lead in delivering cutting-edge content and services. We look forward to working with WCTE and RAPA to experiment with the ATSC 3.0 features that can benefit all public stations and their communities.”

“DigiCAP is proud to be part of this significant initiative that will showcase the capabilities of NextGen TV, from enhanced emergency alerting to targeted education services,” said Joonyoung Park, SVP of DigiCAP. “The launch of the testbed exemplifies the power of international collaboration and demonstrates how technology leaders and innovative broadcasters can come together to drive the future of broadcasting.”

About the Korea Radio Promotion Association (RAPA): As Korea’s broadcasting promotion association, RAPA is entrusted by the Korean ministry of Science and ICT, a central administrative agency in charge of establishing, researching and developing national science and ICT policies, broadcasting policies, and supervising ICT industry. RAPA is a membership organization that serves as a bridge between the broadcasting industry and the government, where its current mission is to promote ATSC 3.0 worldwide.

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About the Public Media Venture Group (PMVG): Comprised of 32 leading public media organizations, PMVG’s sole focus is leveraging NextGen TV and developing scalable 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.

About DigiCAP: To date, DigiCAP ATSC 3.0 products have been deployed in over 50% of all the ATSC 3.0 enabled stations in the United States. DigiCAP offers end-to-end solutions for ATSC 3.0, standards-based broadcast delivery platforms, including Signaling, Electronic Service Guide (ESG), Multiplexer, Broadcast Gateway (Scheduler), and IRDs. DigiCAP also works with major Telecoms, Broadcasters, and government agencies on software development projects - building white label/customized ATSC 3.0 home gateway products, and digital content protection and distribution systems. More information is available at www.digicaps.com.

About WCTE: WCTE, Upper Cumberland PBS, is a small, rural public media organization located in Cookeville, Tennessee and serving a fourteen-county region, known as the Upper Cumberland. It is the only full-power broadcast television station in a 75-mile radius of Cookeville, nestled in between Knoxville, Nashville and Chattanooga.

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The full group poses at WCTE Cookeville.

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