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## PMVG LAUNCHES TECHBUNDLE, A SHARED TECHNOLOGY SOLUTION DESIGNED TO STRENGTHEN THE FUTURE OF PUBLIC MEDIA

*New modular bundle delivering modernized, essential media solutions and services with advanced functionality offered at a lower cost with expert guidance and industry-leading reliability.*

**Boulder, CO (February 10, 2026)** — PMVG today announced the launch of **TechBundle**, a comprehensive, modernized, low-cost shared technology bundle packaged specifically for local public media station operations.

As public media organizations face increasing financial pressure and complex technology decisions, **TechBundle provides stations with a bundle of best-in-class services to manage essential operational services at a low cost, without sacrificing reliability, control, or long-term flexibility.**

“In today’s rapidly evolving media landscape, stations need tools that reduce cost and complexity while supporting growth,” said Marc Hand, Founder and CEO of PMVG. “TechBundle was designed to help local stations stabilize their operations and position themselves for what comes next.”

### **A Smarter Approach to Shared Technology Services**

TechBundle consolidates **four essential services** into one offering designed exclusively for public media. By combining shared infrastructure, expert support, and revenue and audience-focused digital tools, stations can modernize operations without rebuilding everything from scratch. Services may be purchased individually or with an additional introductory discount when purchased as a complete bundle. PMVG negotiated **substantially reduced pricing** on behalf of the public media system, creating **access to enterprise-level infrastructure at a fraction of the traditional cost.**

Just as importantly, **TechBundle is supported by PMVG’s Solution Advisor model.** Backed by nearly a decade of success supporting and sustaining new ventures for public broadcasters and journalists, PMVG will help participating station leaders evaluate options, select the right services and configurations for their needs, and plan technology investments strategically.

“Our role is not simply to deliver services,” said Hand. “It’s to help stations make smart, informed decisions that support long-term sustainability and reduce operating costs.”

### **Service Components**

TechBundle combines four core services stations rely on — **master control, transmission monitoring & maintenance, traffic, and streaming** — into a unified solution delivered on modern infrastructure and supported by one dedicated PMVG contact.

- **PMM Cloud**  
A centralized, fully managed, cloud-based master control solution built for public media, featuring national content delivery, quality control, live local operations, and 365/24/7 expert monitoring — with no capital equipment costs for stations.

- **TSG Managed Encoding and Transmission Site Services**  
Comprehensive, proactive monitoring across RF, MVPD, and streaming distribution, including 24/7 technical oversight, on-site maintenance, site evaluations, and signal integrity monitoring.
- **TRAC Traffic Services**  
Reliable, PBS-focused traffic services delivering clean, compliant logs, automation compatibility, continuity protection, and 24/7 response for urgent changes and live events. Service can also include station programming.
- **Local Public Light**  
Local Public empowers local PBS and dual-licensee stations to transform into local, member-supported streaming services via locally branded and curated streaming apps. Developed by Cascade PBS and now serving 13 (and counting) markets across North America, our apps are designed to mint Passport members and replace lost broadcast-driven audience and revenue. Our new 'Light' tier offers the full power of our platform across select platforms (Roku and web, with mobile optional) for a greatly reduced price.

“Transmission Services Group is proud to be part of the TechBundle offering that supports public media stations with comprehensive managed services that streamline operations and reduce costs,” said Jim DeChant, Director of Operations at Transmission Services Group. “Whether acting as a turnkey engineering resource or augmenting local teams with expertise and extensive technical resources, TSG will ensure signal reliability and a 99.9% uptime. We allow stations to focus their energy on creating impactful content and funding their mission.”

“Television today *is* streaming and digital,” said Local Public principal executive Kevin Colligan. “Local Public is thrilled to include our game-changing streaming apps as a core component of the services provided in the TechBundle. Along with our TechBundle partners, Local Public is dedicated to providing digital, shared services to all stations at a price they can afford.”

For more information, visit [www.publicmediaventure.com/techbundle](http://www.publicmediaventure.com/techbundle) or contact Kristen Hurley, Station Relations & Partnership Development Manager at PMM, at [khurley@mediamanagement.org](mailto:khurley@mediamanagement.org).

**About the Public Media Venture Group (PMVG):** A nonprofit business development consortium of 32 leading public media organizations, PMVG builds technology partnerships and develops scalable, mission-focused initiatives around emerging platforms to strengthen public media’s vital services. 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 Local Public:** Local Public offers streaming-apps-as-a-service for PBS and dual licensee stations. Apps are designed to grow Passport membership and to become your next-generation station as broadcast audiences fade. Our platform is fully integrated with PBS services (Media Manager, Passport, SSO) and is built around a proprietary CMS (designed by the [MLB.com](http://MLB.com) CMS designer), which gives stations full curatorial control along with built-in collaboration and automation tools to make curation a breeze. Most stations spend ~four hours per week managing apps. Local Public apps deliver first-party data on every user -- which is crucial to building audience relationships and unavailable in the PBS app -- in near real-time. Other features include human-powered metadata, AI-powered recommendations, direct member messaging tools, and a station-driven roadmap.

**About Public Media Management:** Public Media Management provides support to stations in the public media system. Media Management brings current state-of-the-art technology and broadcast management, and distribution solutions to its client stations.

**About TRAC:** TRAC's mission is to enable public television professionals to best serve their local markets. TRAC Traffic is a practical addition to our portfolio of audience tracking, programming, membership, and research products. TRAC Traffic Services offers flexible, economical traffic tiers that match station capacity, so stations can stay on air, on brand, and in control of costs. We build efficient, compliant logs that respect your workflow and your audience. Whether you need full customization, programming + traffic, or a simple, functional log, TRAC gives you options.

**About TSG:** Transmission Services Group (TSG) provides the broadcast industry with 24/7 proactive monitoring, managed encoding, and service monitoring to ensure maximum uptime. Their managed services cover the entire infrastructure lifecycle, including site evaluations, fabrication, and rapid field repairs. Designed for maximum flexibility, TSG's solutions can augment local engineering teams or serve as a turnkey RF engineering resource for stations without local support. All services are unified through a "Single Pane of Glass" view of signal integrity and physical infrastructure, backed by a 99.9% uptime SLA.

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