

PRESS RELEASE – FOR IMMEDIATE RELEASE



PUBLIC MEDIA VENTURE GROUP LAUNCHES NEXTGEN TV STATION IN COOKEVILLE, TN

BOULDER, CO (July 29, 2024) – The Public Media Venture Group (PMVG), a business development consortium of 32 public stations, has launched NextGen broadcasting service on W35DZ-D, its low-power station in Cookeville, Tennessee. The launch was accomplished in collaboration with WCTE Central Tennessee PBS, a PMVG member station, which is hosting W35DZ’s transmitter and antenna at its Monterey tower location. W35DZ will bring cutting-edge ATSC 3.0 technology to the Upper Cumberland region of Tennessee and Kentucky.

W35DZ will also serve as an active NextGen TV testbed to develop and demonstrate ATSC 3.0 applications and use cases, such as enhanced emergency alerting, interactive education, and datacasting. In partnership with SpectraRep, W35DZ will host a dedicated datacasting stream for regional public officials that demonstrates the advantages of NextGen for emergency alerting and public safety. The stream will showcase NextGen TV’s ability to improve reception and data rates and to seamlessly integrate with other systems.

This project is made possible through a joint venture between PMVG and RAPA (Korea Radio Promotion Association), working alongside ATSC 3.0 solutions provider DigiCAP, project manager Jim Stenberg of Over The Air RF Consulting, and Korean manufacturer JM Broadcast which provided the W35DZ transmitter at a deep discount. PMVG acquired W35DZ in 2022 thanks to the generosity of Jeff Winemiller (LowCountry 34 Media), who donated the construction permit and provided engineering know-how and staff to design and construct the station’s original ATSC 1.0 signal.

W35DZ’s new 3.0 signal is configured to provide a high level of resiliency. Tailored to meet the challenges of central Tennessee’s mountainous terrain, it can deliver a payload of approximately 15 Mbps per second that will reach over 466,000 residents. The station will carry WCTE’s primary feed in ATSC 3.0 and 1080p as well as additional WCTE multicast channels in both high definition and standard definition.

PMVG invites proposals from equipment manufacturers and service providers who are interested in using PMVG’s ATSC stations in Cookeville and Beaufort, SC, to demonstrate innovative ATSC 3.0 technologies and applications.

About the Public Media Venture Group (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.

About WCTE: WCTE Central Tennessee PBS is a small, rural public media organization located in Cookeville, Tennessee, 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.

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.

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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.

About DigiCAP: To date, DigiCAP’s DigiCaster, the all-in-one ATSC 3.0 headend solution, has been deployed in over 50% of NEXTGEN TV host stations in the United States. DigiCaster includes ROUTE packager, signaling, Electronic Service Guide (ESG), multiplexer, and broadcast gateway (scheduler). DigiCAP also supplies CCMS (Central Certificate Management System) to U.S. NEXTGEN TV stations, allowing them to manage the full lifecycle of signal signing certificates and broadcast app certificates.

About Over The Air RF Consulting: Over The Air RF Consulting provides full service RF engineering and FCC consulting to broadcast stations of all types. Bringing together decades of radio and TV RF experience, Over The Air RF Consulting provides broadcast licensees with creative system design, license studies, coverage prediction, field testing, drone photo and IR studies, RFE studies, ATSC 3.0 implementations/transitions, and small or large installation project management.

About Lowcountry 34 Media LLC: Lowcountry 34 Media was established in 2017 with the purchase of the broadcast license for full-power station WSCG(DT) and a group of low power stations in Savannah, Georgia. Lowcountry sold WSCG to Radiant Life Ministries in 2020 and has subsequently focused its business on purchasing and partnering with other broadcasters to build and optimize low power stations across the country. Lowcountry has also constructed and optimized stations for major television broadcasters such as Gray and Nexstar in support of their efforts to convert to ATSC 3.0 operations or to enhance their existing over-the-air services.

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