

NEWSLETTER

JANUARY 2022

CES PRESS ROUNDUP

Despite an [early ending](#), smaller crowds, and fewer vendors, the 2022 Consumer Electronics Show (CES) was held in-person last week in Las Vegas. Here's a roundup of some of the news items coming out of the conference that may be of interest to broadcasters, several of which were announced at ATSC's special livestreamed [press event](#) last Wednesday, "CES 2022: A Look Ahead from ATSC." Now available on [YouTube](#), the livestream features updates and hot takes on the NextGen TV marketplace from Madeleine Noland (ATSC), Chandra Kotaru (Gaian Solutions), Mark Aitken (Sinclair/ONE Media), and Anne Schelle (Pearl TV).

BitRouter announced the launch of their [ATV app](#), an Android app that supports ATSC 3.0 and ATSC 1.0. ATV provides an "ATSC 3.0 solution for both Linux and Android, with the same user interface and features on both platforms." The app is intended for use on any Android device that supports ATSC tuners and a Dolby AC-4 certified system on a chip.

Comcast has introduced the next generation of their xFi Advanced Gateway. This is Comcast's first CPE that supports 6E, the newest WiFi standard that utilizes the recently opened 6GHz band. Comcast plans to begin deploying the new ["XB8" gateway boxes](#) to subscribers in the coming months.

Gaian Solutions, which has been conducting 3.0 trials at Michigan State University/WKAR for a few years now, announced plans to launch a NextGen TV [receiver stack](#) of hardware and software as well as an app generator tool for broadcasters.

Hisense, a Chinese consumer electronics and appliance manufacturer, plans to release new ATSC 3.0-capable [Smart TV sets](#) in Q3 2022. Their U9H, U8H and U7 models will start at \$799.99. Hisense is the first Chinese company to manufacture 3.0-capable TVs.

Taiwanese chip manufacturer **MediaTek** signed a test agreement with Pearl TV to speed the implementation of the ATSC 3.0 standard among leading television brands via an integrated ATSC 3.0 solution for Smart TVs. The [Mediatek 9100 ATSC 3.0 Demodulator](#) is a comprehensive Smart TV system on chip (SoC) family that ranges from entry 4K to premium 8K, and a ready-to-go software stack for both Android and Linux.

The **Motown 3.0 Open Test Track** continues to provide important NextGen TV R&D for the automotive industry. New [field tests](#) of Sony Electronics' "CLOVER" CXD2885 chip are demonstrating successful milestones, including the delivery of audio/visual media files while traveling at highway speeds, seamless content transmission from transmitters in separate markets, and successful file reception on multiple antennas. Sony and its partners plan to release a technical paper on the tests.

Nielsen unveiled their new cross-platform measurement system, [Nielsen One](#). The solution will officially launch in December 2022; currently, the Alpha version is being tested by Disney, Magna, and others. Nielsen One aims to offer comparability and audience deduplication across linear TV, connected TV, computer, and mobile. The company also launched [Streaming Signals](#), a new connected TV solution for improved ad efficiency. Dubbing it “the intersection of streaming behavior and audience data,” Streaming Signals predicts who in the household is watching based on what program is actively streaming and adjusts ad delivery accordingly.

Market research firm **Parks Associates** [reported](#) that the average U.S. broadband household now has 14.5 connected devices. The data, from a survey of 10,000 broadband households, also show that:

- 41% of broadband homes have a streaming media player
- 38% have a gaming console
- 36% subscribe to or are trialing a video gaming service
- 31% use free, ad-based OTT services
- 50% of cord-cutters cite the high cost of traditional pay-TV services as the reason to cancel

Sinclair/BitPath continues to control 3.0 deployment and delivery in the U.S. along with cross-promoting laptops, notebooks, iPads, cell phones and other Wi-Fi-connected devices. This year, Sinclair [expects](#) to be at “the center of consumption of content” across multiple IP platforms including 5G, 3GPP-supported technology, IEEE Wi-Fi-based technologies, and DVB-MC satellite-based technologies. Sinclair also anticipates that Low Power TV will become an essential part of an integrated broadcast industry in 2022.

Canadian OTA DVR company **Tablo** unveiled an ATSC 3.0 set top DVR box, priced at \$299.99. The [QUAD HDMI OTA DVR](#) connects directly to any modern TV via HDMI and features four hybrid tuners allowing 1.0 and 3.0 reception.

ATSC 3.0 TRANSITION UPDATES

ATSC 3.0 has launched in Springfield, MO, and Harrisburg, PA. The transitions were led by Nexstar as part of the BitPath consortium. Four stations in Springfield are now broadcasting in 3.0: KOLR (CBS/Mission Broadcasting), KSPR (ABC/Gray Television), KRBK (Fox/Nexstar), and KOZL (MyNet/Nexstar). In Pennsylvania, Nexstar station WHTM-TV converted to 3.0, making Harrisburg Nexstar’s 17th market transition in 2021.

Evoca TV—the 3.0-based OTA-OTT pay television service—is preparing to launch in Twin Falls, ID, pending final FCC approval. Once converted, low-power stations KVUI and KPIF (Ventura Broadcasting) will broadcast approximately 60 channels in Twin Falls, making it the smallest NextGen TV market in the U.S. Evoca TV is currently available in Boise, Phoenix, and Colorado Springs. A combination of ATSC 3.0 broadcast and streaming video content, Evoca TV service subscriptions come with a set-top box that receives 1.0 and 3.0 signals as well as their OTT NextGen TV service.

Evoca TV’s business model relies on LPTV stations for 3.0 conversions, allowing them to compete with cable and to bring broadband-like services to rural America. As mentioned last month, construction permits for 27 new full-power TV stations are coming to auction in June, and under current FCC rules, new stations are required to simulcast in ATSC 1.0 if they wish to broadcast in 3.0. Evoca TV’s parent company, Edge Networks, submitted comments to the FCC urging them to drop the simulcast requirement for new builds or create a “clear path” for a waiver. The Edge/Evoca comments indicate that they would broadcast 3.0 from full-power stations in broadband-sparse areas if they could avoid the costly 1.0 simulcast requirement.

And in international news, [Jamaica](#) has become the third nation to adopt ATSC 3.0. Unlike South Korea and the U.S., the Caribbean nation is making the jump from analog television to NextGen TV.

GNI GLOBAL SUMMIT VIDEO

The 2021 Google News Initiative (GNI) Global Summit was held virtually on November 16-18. If you were unable to attend and are interested in seeing what the conference had to offer, a [highlight reel](#) and [full video](#) of the Summit are available on YouTube. Sessions that may be of particular interest to stations include “Journalist Studio Tools” at 26:08, “Tools for Publishers” at 31:50, and the Oaklandside case study at 44:14.

GNI also published its *2021 Impact Report* online at newsinitiative.withgoogle.com/impact2021.

EDISON RESEARCH 2021 REPORT

Media and politics research firm Edison Research held a webinar just before the holidays about their [top 2021 findings](#). Topics include findings related to the 2021 Virginia gubernatorial election, social media and the Facebook whistleblower allegations, audio engagement, podcasting engagement, Edison’s [Share of Ear](#) report on audio consumption, as well as their [Moms and Media 2021](#) study. Interestingly, one of the company’s audio-related surveys found that car buyers across six countries overwhelmingly require broadcast radio receivers in their cars, and 89% of recent and prospective auto buyers in the U.S. say a broadcast radio tuner should be standard equipment in every car. Also available from Edison is the [2021 Spoken Word Audio Report](#) published in partnership with NPR.

ARTICLES OF INTEREST

[Volvo is Putting YouTube in its Cars](#)

By John McCann | TechRadar | January 6, 2022

[PILOT Opens Window for 2022 Innovation Challenge Apps](#)

Radio Online | January 4, 2022

[Verizon Plans to Make 5G Available to 100 Million in U.S. This Month](#)

By Jon Lafayette | Broadcasting+Cable | January 4, 2022

[Perspective: If American Democracy is Going to Survive, the Media Must Make This Crucial Shift](#)

By Margaret Sullivan | The Washington Post | January 3, 2022

[New Year’s Notions](#)

By Phil Kurz | TV Tech | December 29, 2021