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For Immediate Release

**FCC CHAIRWOMAN ANNOUNCES LAUNCH OF ‘FUTURE OF TV’
PUBLIC-PRIVATE INITIATIVE FOCUSED ON TRANSITION TO
NEXTGEN TV**

***FCC & National Association of Broadcasters to Collaborate on Completing the
Transition to ATSC 3.0***

LAS VEGAS, April 17, 2023—FCC Chairwoman Jessica Rosenworcel today announced a new public-private initiative led by the National Association of Broadcasters (NAB) to guide the next steps of NextGen TV. “The Future of TV” initiative will work to identify a roadmap to orderly transition ATSC 1.0 to ATSC 3.0-based services as smoothly as possible for consumers.

An advanced broadcasting technology, the ATSC 3.0 standard can bring Ultra-High Definition (4K)-quality images, two-way interactivity, greater accessibility options, and multi-screen applications to televisions via over-the-air broadcast signals working in tandem with broadband. This technology helps ensure local TV stations serve their communities with the highest quality video.

“Today, we are announcing a public-private initiative, led by the National Association of Broadcasters, to help us work through outstanding challenges faced by industry and consumers” **said Chairwoman Rosenworcel** in her speech today at the NAB Show. “This Future of Television initiative will gather industry, government, and public interest stakeholders to establish a roadmap for a transition to ATSC 3.0 that serves the public interest. A successful transition will provide for an orderly shift from ATSC 1.0 to ATSC 3.0 and will allow broadcasters to innovate while protecting consumers, especially those most vulnerable.”

The Future of TV initiative is a public-private partnership led by NAB and working closely with the FCC, consumer groups, and others. Working groups are expected to focus on addressing backwards compatibility and its impact on consumers; the final conditions needed to complete the national transition to ATSC 3.0; and consideration of the post-transition regulatory landscape.

The FCC adopted rules in 2017 to support a voluntary, market-by-market rollout of ATSC 3.0, which first became available in 2020 in Las Vegas. Today, NextGen TV is available to households in about 60% of U.S. markets. But for consumers to access NextGen TV signals requires new, ATSC 3.0-compatible televisions or reception devices which pose important cost and accessibility challenges. The FCC is committed to working with industry and non-profit partners to ensure any transition is smooth.

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action. See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1974).