



## OFFICE OF CHAIRMAN BRENDAN CARR

### **FCC Takes Action to Accelerate Transition to Next Gen TV**

#### *Media Bureau Clarifies ATSC 3.0 Processing Practices for Broadcasters*

WASHINGTON, September 2, 2025—The FCC took additional actions today to accelerate broadcasters’ transition to the next-generation television standard, known as ATSC 3.0. The FCC did so by providing regulatory clarifications that can encourage the expeditious transition to this new standard and the benefits this transition can unlock for TV viewers across the country. This action reflects the Commission’s ongoing commitment to facilitating innovation while ensuring continued service to viewers.

#### **Chairman Carr issued the following statement:**

“Americans across the country will benefit from Next Gen TV and the improved viewing experience that it enables. Accelerating this transition will also go a long way towards ensuring that broadcasters stay competitive well into the future. That is why the FCC is working to support and encourage a timely transition. As the broadcast industry continues to evolve, we want to be sure that they can do so while maintaining their core public interest obligations. Today’s notice provides additional flexibility for broadcasters to make this transition.”

#### **Additional Background Information:**

With viewers watching content anytime, anywhere, ATSC 3.0 provides broadcasters with an opportunity to look for new ways to offer quality programming and improve revenues. This could include additional enhancements and capabilities, such as hyper-localized content, interactive or other special programming features, enhanced video formats, and personalization of programming,

Today’s Public Notice accelerates the transition by clarifying the methods that broadcasters may use to determine if an application qualifies for expedited processing and reaffirms the Media Bureau’s commitment to processing non-expedited applications. Additionally, today’s action reminds licensees of the flexibility included in the Commission’s existing rules. In particular, the Bureau affirms its ability to consider additional factors and supportive materials that demonstrate that a specific transition has minimal negative viewer impact and is in the public interest.

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