

**STATEMENT OF
CHAIRMAN BRENDAN CARR**

Re: *Authorizing Permissive Use of the “Next Generation” Broadcast Television Standard*, GN Docket No. 16-142, Fifth Further Notice of Proposed Rulemaking (Oct. 28, 2025).

America’s television broadcasters are in the midst of a transition. They are shifting to a new broadcasting standard known as ATSC 3.0 that can deliver significant benefits to consumers across the country. Local broadcasters have unique insights into what works best in their communities and the proposed rules we adopt today will put more power and flexibility into the hands of those broadcasters, giving them greater freedom to meet those local community needs.

First and foremost, this item takes the next step to allow broadcasters who would like to transition to have the opportunity to serve their communities in innovative ways. In addition to providing high-quality video programming formats over the air, ATSC 3.0 will allow broadcasters to deliver more accurate emergency alerts as well as interactive programming features and other offerings, including datacasting services.

For television, ATSC 3.0 represents the future of broadcasting. Today’s action takes steps to support and accelerate the nation’s ongoing, market-based transition to Next Gen TV, to remove unnecessary regulatory obstacles, and to give broadcasters flexibility to determine how to best serve their local communities while rolling out innovative 3.0 services.

I’d like to thank the staff for their hard work on this item, including Evan Baranoff, Hillary DeNigro, Lyle Elder, Evan Morris, Mark Colombo, Susan Aaron, and David Konczal.