

**STATEMENT OF
COMMISSIONER OLIVIA TRUSTY**

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).

Today’s Commission meeting highlights the many ways the communications marketplace continues to drive innovation. From the growing space economy to the ongoing IP transition to the advancement of Next Gen TV, the FCC is working to foster an environment where technological progress can thrive.

In 2017, the Commission took an important step forward by paving the way for the Next Gen TV transition. Responding to a proposal from a diverse coalition of industry stakeholders, we launched a voluntary, market-driven evolution designed to deliver significant public benefits.

Today’s item explores how the Commission can build on that success and help accelerate the transition. Over time, rules crafted at the early stages of a technology’s development can inadvertently create barriers to innovation and investment. This item takes a thoughtful look at our current framework to identify where greater regulatory flexibility could empower broadcasters to advance Next Gen TV more effectively.

The Commission also plays a key role in promoting innovation through collaboration, working hand-in-hand with stakeholders to navigate the complexities that accompany major technology transitions. While Next Gen TV has already demonstrated its potential, it has also surfaced new technological, marketplace, and regulatory challenges. This item does not avoid those challenges; it addresses them directly.

As we move forward, we must stay focused on advancing the public interest, in both the specific details and the broader regulatory picture. I have no doubt that Next Gen TV holds tremendous promise for American consumers, from enhanced audio and video quality to improved public safety, accessibility, and interactive capabilities. I am hopeful this proceeding will encourage all stakeholders to work together toward realizing that potential.

Finally, I thank the Media Bureau for its excellent work on this item.