

# Navigate the Transition to NEXTGEN TV

The times are a-changing for broadcasters and cable affiliates with the arrival of ATSC 3.0. The new industry standard, commercially known as NEXTGEN TV, is truly transformative, enabling you to offer subscribers unprecedented immersive experiences, personalized content and innovative services.

The benefits of NEXTGEN TV are compelling, but making the transition is no easy task. You have to not only produce a new signal, but also continue simulcasting on ATSC 1.0 over the next five years without additional available spectrum. And as you encourage ATSC 3.0 adoption, you must keep your ATSC 1.0 subscribers satisfied while continuing to generate revenue. To embark on this path, you need a solution that accompanies you from start to finish. You need Synamedia's ATSC 3.0 solution.

## Leveraging Signal Quality Leadership and Extending it to Broadband TV

Synamedia's ATSC 3.0 solution provides a unique toolset to help navigate your ATSC journey. The solution optimizes your over-the-air (OTA) transmission and facilitates signal delivery via cable affiliates, while using a software-centric platform with a cloud path.

With Synamedia's ATSC 3.0 solution, you can support personalized content delivery and targeted ad insertion, while providing immersive audio and visual experiences. All this while expanding your service offering through secure channels, pay-per-view (PPV) events, and highly efficient datacasting.

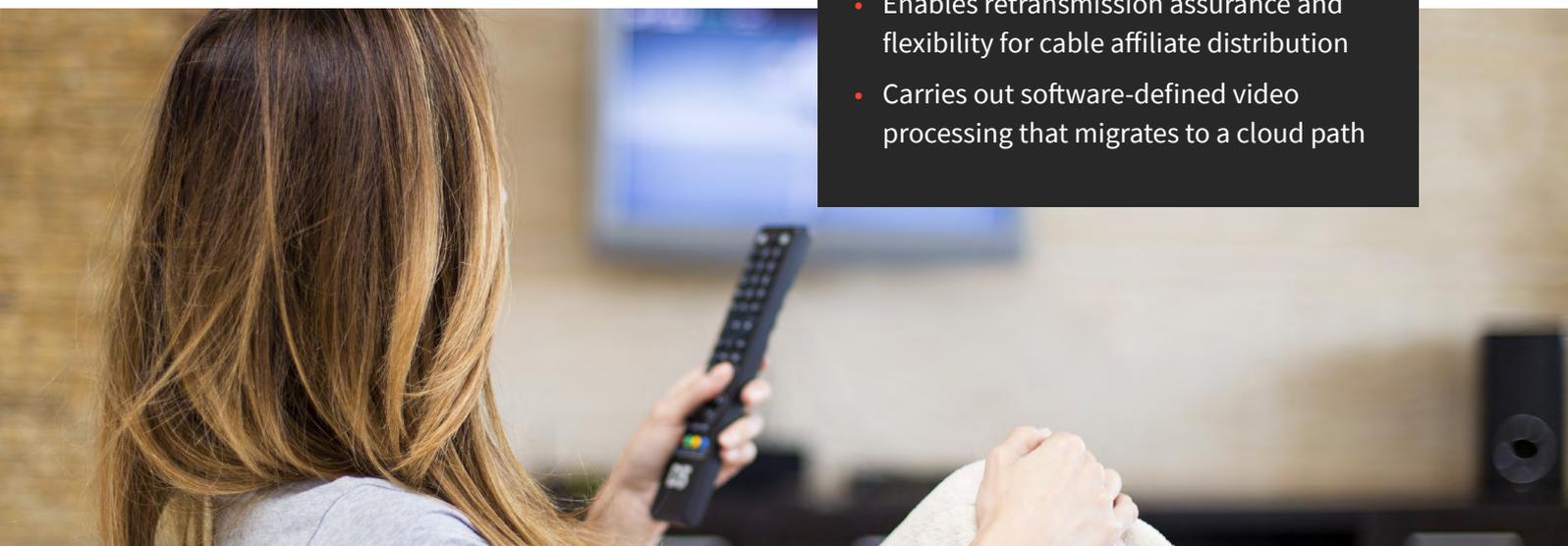
### What's in the toolset?

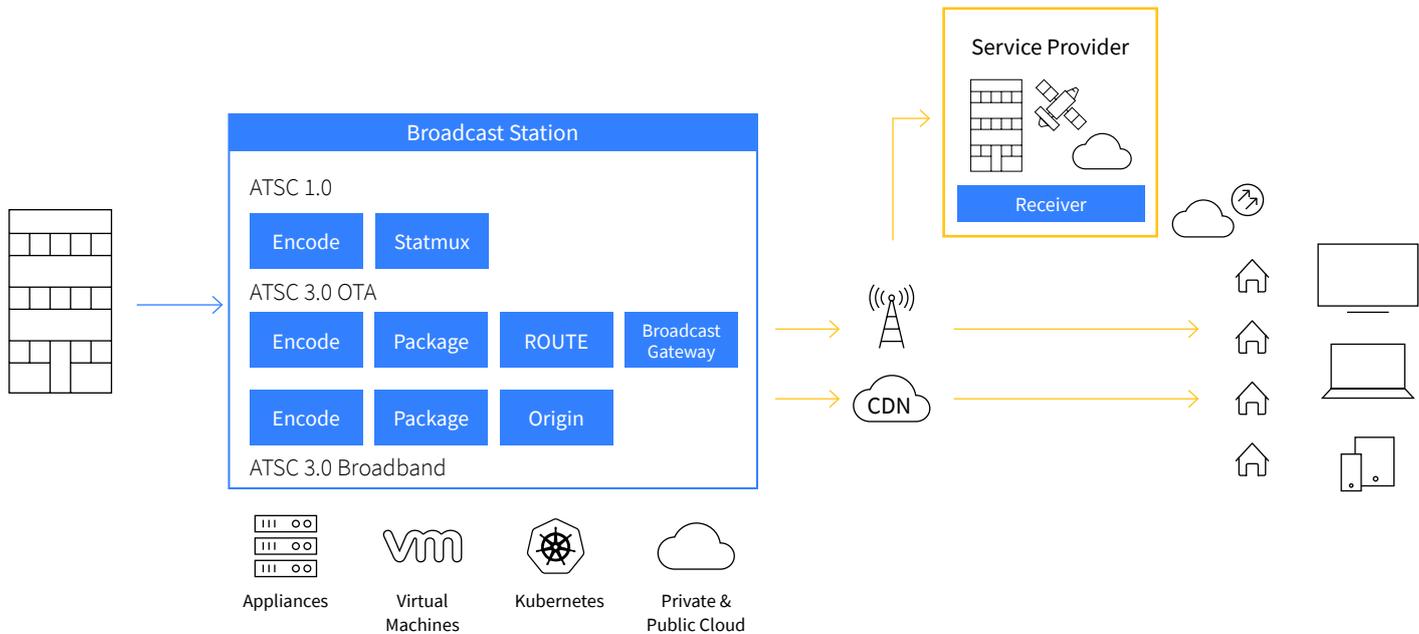
Comprising a set of integrated components, the solution ensures a successful journey via either a channel-sharing or cable affiliate scenario. At the heart of the solution is Synamedia's Digital Content Manager (DCM). The solution also features compression optimization using picture quality (PQ) improvements and advanced statistical multiplexing capabilities. Rounding out the ATSC 3.0 solution is a unique RF/IP receiver enabling early cable participation in this new broadcast experience.

Leveraging Synamedia's proven cloud capabilities, the ATSC 3.0 solution includes an optional VN Cloud portal for channel-in-the-cloud configurations like disaster recovery or event-based channel services. This cloud-optimized service brings you time-to-market benefits, flexible scaling, and a pay-as-you-grow model. Also available as a fully managed service, Synamedia's ATSC 3.0 cloud path accelerates the transformation of your broadcast business while keeping traditional customers happy and protecting your revenue.

### Highlights

- Offers Synamedia's industry-leading PQ-based compression optimization
- Delivers unique in-house statistical multiplexing, also in DASH domain
- Provides channel-sharing strategies that support myriad full-resolution primary channels and SD sub-channels
- Enables retransmission assurance and flexibility for cable affiliate distribution
- Carries out software-defined video processing that migrates to a cloud path





Distribution

Processing

Delivery

## Features and Benefits



### Support your entire ATSC 3.0 transition via a single software-centric platform

- Optimize compression and statistical multiplexing with enhanced PQ to deliver seamless, high-quality experiences such as 4K/8K, HDR, WCG and HFR
- Leverage a flexible license system to maintain a unified software solution throughout your transition
- Support constant and adaptive bitrate (CBR/ABR) services to ensure consistent streaming, while improving bandwidth efficiency and storage savings
- Provide DRM and watermarking to enhance security and create new monetization opportunities



### Maximize the early-adopter experience

- Achieve the highest possible video and audio signal quality to supercharge the consumer experience
- Deliver unparalleled broadband television on second screens to extend accessibility
- Support theater-like audio with up to seven speakers to create an immersive subscriber experience



### Keep your traditional consumers satisfied and revenue intact

- Reduce bitrates while preserving picture quality to satisfy ATSC 1.0 customers
- Maintain your sub-channels throughout your transition to continue generating revenue

## About Synamedia Video Network Solutions

Synamedia's video network solutions enable media, web and pay TV providers to deliver pristine-quality broadcast and broadband video securely over any network to any screen. Anchored by the industry's most comprehensive processing platform and built with high-quality standards, our solutions ensure outstanding performance and reliability for over 1,000 customers worldwide. Synamedia's solution portfolio covers the entire video network chain – from distribution, through processing, to delivery – enabling you to offer outstanding value-added and personalized experiences while saving costs.

## Next Steps

Learn more about [Synamedia's video network solutions](#).

To book a live presentation or for more information, [contact us](#).