

# Navigate the Transition to NEXTGEN TV

The times they are a-changin' for broadcasters and cable affiliates with the arrival of ATSC 3.0. Commercially known as NEXTGEN TV, the new industry standard 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 switch from ATSC 1.0 is no easy task. You must not only produce a new signal, but also continue simulcasting on ATSC 1.0 without additional available spectrum. And as ATSC 3.0 adoption increases, you have to keep your ATSC 1.0 viewers satisfied while continuing to generate revenue. To embark on this transition path, you need a solution that accompanies you throughout your ATSC journey. 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, as well as provide 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.

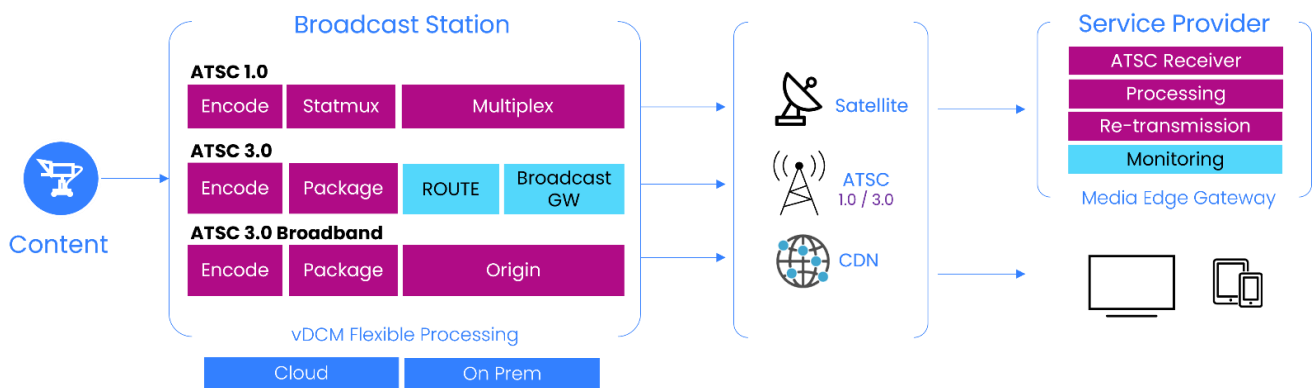
At the heart of the solution is Synamedia's Digital Content Manager (DCM), which features compression optimization using video quality (VQ) improvements and advanced statistical multiplexing capabilities. Rounding out the ATSC 3.0 solution is a unique RF/IP receiver enabling early cable MSO participation in this new broadcast experience.

Leveraging Synamedia's three-plus decades of security leadership, the solution includes DRM and watermarking capabilities to protect your content and to create new monetization opportunities.

Our ATSC 3.0 solution also takes advantage of Synamedia's proven cloud capabilities with an optional VN Cloud portal for channel-in-the-cloud configurations like disaster recovery or event-based channel services. The 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 you keep ATSC 1.0 viewers happy and protect your revenue.

### Highlights

- Features Synamedia's industry-leading video quality (VQ)-based compression optimization
- Delivers unique in-house statistical multiplexing in the 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
- Includes software-defined video processing to support cloud deployments
- Is available as a cloud-enabled managed service
- Offers pay-as-you-go/subscription and pay-as-you-grow/scalable models



## Features and Benefits

### Support 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 enable consistent streaming, while improving bandwidth efficiency and storage savings
- Utilize high availability (1+1) deployments to ensure continuous operations
- Take advantage of advanced emergency alerting to identify issues in no time

### Maximize viewer experience

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

### Keep your traditional consumers satisfied and revenue intact

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

### Enable ATSC 1.0 and 3.0 station monitoring

- Leverage Media Edge Gateway (MEG) and ATSC 3.0 receiver to enable station monitoring

## About Synamedia

Synamedia delivers, enriches, and protects video. Our cloud-native and SaaS solutions empower customers to scale and monetize video services efficiently, ensuring low-latency delivery and exceptional image quality. Our Video Network portfolio includes video distribution, streaming, Edge CDN and multi-CDN management, monetization, ad insertion, cloud DVR (cDVR) and time-shift TV, video compression and processing, and cloud and IP transition.

## Next Steps

To learn more or to book a demo, [contact us](#).