



NEWS Release

Contact: Jerald N. Fritz, ONE Media, LLC
(703) 236-9229

jnfritz@ONEMediaLLC.com

1100 Wilson Blvd., Arlington, VA 22209

ATSC SENDS CRITICAL PIECE OF ONE MEDIA'S NEXT GENERATION BROADCAST PLATFORM TO CANDIDATE STANDARD *CLEARs THE WAY FOR FCC ADOPTION*

Arlington, VA (September 29, 2015) – The Advanced Television Systems Committee's (ATSC) Technology Group developing the Next Generation Broadcast Transmission Standard (ATSC 3.0) has voted to approve the elevation of the entire Physical Layer to "Candidate Standard" status. The features of the approved Physical Layer include many of those developed by ONE Media and supported by other broadcasters and equipment manufacturers including notably the Pearl TV consortium of broadcast companies and the largest global television manufacturer, Samsung.

"This is a significant milestone in the adoption of a revolutionary advancement in broadcast technology," stated **Mark Aitken**, Vice President for Advanced Technology with Sinclair Broadcast Group, ONE Media's venture partner. "By voting to send all aspects of the Physical Layer to Candidate Standard, the ATSC has validated our long-held vision of an IP-based, robust, mobile, dynamic and adaptable transmission standard, allowing us to thrive in the vast ocean of the Internet. We congratulate the ATSC for remarkably quick progress in moving us forward."

The Physical Layer is the essential core of the new ATSC 3.0 standard and serves as the universal entry point that allows all receiver devices to process and decode information. Using the new standard, broadcasters will now be able to provide robust, mobile, ultra-high definition video and enhanced, immersive audio with geo-targeted programming and advertising, advanced emergency alert functions and single frequency networks to help preserve repeater and translator service. Importantly, it also allows broadcasters to innovate with new non-programming opportunities including everything from distance learning, industry-specific mass data distribution and the backbone of the Internet of Things.

Kevin Gage, ONE Media's Executive Vice President for Strategic Development and CTO, stated, "For the past two decades, the broadcast community has watched as disruptive developments have challenged our industry. Major improvements have been made in video coding efficiency and there is a strong desire for higher resolution images and efficient, immersive audio. Most importantly, interactivity is expected on multiple screens and mobile viewing is now widespread, freeing viewers from the anchor of the home. Broadcasters now will have tools to meet these expectations. The Next Gen Standard provides exactly the right engine at the right time."



Added **Aitken**, “The key element embodied in the new ATSC Candidate Standard is a radical conversion from a closed system featuring a limited transport stream useful for video only into a broad, universal, digital, IP-based language, fully integrated with the vibrant Internet.”

By designating the entire Physical Layer as a Candidate Standard, manufacturers can begin their product design work to produce devices capable of delivering on the promises of the new standard. This includes portable tablets, home gateway devices and new transmitters.

“Sending the Physical Layer to Candidate Standard clears the way for the FCC to adopt new rules for the broadcast service,” said **Jerald Fritz**, ONE Media’s Executive Vice President for Strategic and Legal Affairs. “The timing is critical so that new equipment can be in place for the expected transition to new channels for many broadcasters as a result of the Spectrum Incentive Auction targeted for next Spring. Giving broadcasters, who will be updating their facilities, the option of including Next Gen capabilities is both wise public policy and an important competitive boost with positive benefits for our industry and our viewers. It certainly meets the expectations of members of Congress who have been anxiously awaiting the competitive spur and consumer benefits made possible by the Next Gen standard.”

About ONE Media, LLC: ONE Media was established as a joint investment between Sinclair Broadcast Group, Inc. (NASDAQ: SBGI) and Coherent Logix with a vision to build the “Next Generation Broadcast Platform,” enabling broadcasting to be competitive across all platforms. To learn more about ONE Media and the developments occurring in the development of the Next Generation Broadcast Platform go to www.onemediallc.com.

###