SEATTLE BECOMES LATEST LARGE MARKET TO LAUNCH NEXTGEN TV WITH ALL MAJOR BROADCASTERS

KOMO-TV, KIRO-TV, KCPQ, KING-TV, KONG, KZJO, KUNS-TV Begin Broadcasting with New Technology

Seattle, Washington – December 16, 2020 – Seven leading local television stations in Seattle, Washington, including KOMO-TV (ABC), KIRO-TV (CBS), KCPQ (FOX), KING-TV (NBC), KONG (Ind.), KZJO (MyNet), and KUNS-TV (Univision), have begun broadcasting with NEXTGEN TV, a revolutionary new digital broadcast technology. Based on the same fundamental technology as the Internet, digital applications, and other web services, NEXTGEN TV can support a wide range of features currently in development, such as immersive audio and video (up to 4K), broadcasting to mobile devices, personalized viewing tools, and advanced emergency alerts providing rich media instead of simple text messages. NEXTGEN TV also allows full integration with 5G and other broadband-delivered Internet content.

Seattle-Tacoma is the largest market to launch to date with all major broadcasters collaborating to bring NEXTGEN TV to the entire market, after the recent launch of NEXTGEN TV in Tampa-St. Petersburg, Florida.

Powered by ATSC 3.0, NEXTGEN TV is the most significant broadcast technology upgrade ever. The launch in Seattle follows a decade of development of the new technology and a year of planning and preparation by the local stations. BitPath led the planning process and coordinated efforts across Seattle’s seven local television stations.

The participating stations have cooperated to ensure that current programming remains available to all viewers, regardless of whether their television service is provided over-the-air or by a cable or satellite company. Antenna viewers can simply rescan their TV sets to ensure full service. Rescan instructions are available at: www.king5.com/rescan, https://univisionseattle.com/station/rescan-11-19-2020, and fcc.gov/rescan. Cable and satellite subscribers do not need to take any action.

“KIRO 7 News is the local news source for the community in Western Washington and we have long-served our viewers with the breaking news, traffic and weather information they need to remain informed and make decisions in their daily lives. We always strive to bring our product to the communities we serve in the most innovative ways and we are proud and excited to further elevate our technology at KIRO with NEXTGEN TV,” said Cox Media Group President and CEO Dan York.

"As broadcasters, we must always consider ways to enhance our products for viewers to receive the best quality of our content. Working together with our fellow broadcasters to bring this new generation of innovative technology to viewers in the Seattle-Tacoma market delivers on that goal," said Richard Friedel, EVP Corporate Engineering at Fox Television Stations, which owns KCPQ and KZJO.

Mark Aitken, Senior Vice President of Advanced Technology for Sinclair Broadcast Group, owner of KOMO-TV and KUNS-TV, said, “Our Emerald City has truly become
the nation’s technological core. It’s only appropriate that we usher in the latest revolution in broadcast innovation to our tech-savvy audience. We are thrilled to introduce the myriad benefits of NEXTGEN TV to Seattle, taking the television viewing experience to new heights."

“The launch of NEXTGEN TV in Seattle-Tacoma is possible thanks to the hard work of our team at KONG and collaboration by our fellow broadcasters and stakeholders,” said Kurt Rao, Senior Vice President and Chief Technology Officer, TEGNA, owner of KING-TV and KONG. “TEGNA’s KONG is proud to serve as a lighthouse station as we begin NEXTGEN TV broadcasts in one of the largest and most technologically innovative areas of the United States. As applications of this exciting new technology continue to develop, we look forward to utilizing the full potential of NEXTGEN TV to create a more enriching and interactive viewing experience for our audience.”

About Cox Media Group

Cox Media Group (CMG) is an industry-leading media company with dominant brands, award-winning content, and exceptional people. CMG provides valuable local content to diverse audiences in the communities in which it serves. The company’s operations include 33 market-leading television stations in 20 markets, 54 award-winning radio stations in 10 markets and numerous multi-platform streaming video and digital platforms. Cox Media Group’s portfolio includes affiliates of ABC, CBS, FOX, NBC, and MyNetworkTV, as well as several valuable independent stations. Additionally, Cox Media Group operates the National Advertising Platform business of CoxReps; and offers a full suite of local and regional advertising services with Local Solutions. For more information about Cox Media Group and its businesses, please visit www.coxmediagroup.com.

About KCPQ and KZJO – Fox

KCPQ/KZJO are part of the FOX Television Stations, which owns and operates 29 full power broadcast television stations in the U.S. These include stations located in nine of the top ten largest designated market areas (DMAs), and duopolies in 11 DMAs, including the three largest DMAs (New York, Los Angeles and Chicago). Of these stations, 17 are affiliated with the FOX Network. In addition to distributing sports, entertainment and syndicated content, our television stations collectively produce nearly 1,000 hours of local news every week. These stations leverage viewer, distributor and advertiser demand for the FOX Network’s national content.

About KOMO-TV and KUNS-TV - Sinclair

KOMO and KUNS are leading Seattle-Tacoma television stations owned and operated by Sinclair Broadcast Group, Inc. (NASDAQ: SBGI), a diversified media company and leading provider of local sports and news. KOMO is affiliated with the ABC network and KUNS is affiliated with the Univision network. Sinclair owns and/or operates 23 regional sports network brands; owns, operates and/or provides services to 190 television stations in 88 markets; is a leading local news provider in the country; owns multiple national networks; and has TV stations affiliated with all the major broadcast networks.
For more information, please visit https://komonews.com/, https://univisionseattle.com/, and sbgi.net.

About KING-TV and KONG – TEGNA

KING-TV (NBC) and KONG (Ind.) serve the Seattle-Tacoma market and are owned by TEGNA Inc. (NYSE: TGNA) an innovative media company that serves the greater good of our communities. Across platforms, TEGNA tells empowering stories, conducts impactful investigations and delivers innovative marketing solutions. With 64 television stations in 51 U.S. markets, TEGNA is the largest owner of top 4 network affiliates in the top 25 markets among independent station groups, reaching approximately 39 percent of all television households nationwide. TEGNA also owns leading multicast networks True Crime Network and Quest. TEGNA Marketing Solutions (TMS) offers innovative solutions to help businesses reach consumers across television, digital and over-the-top (OTT) platforms, including Premion, TEGNA's OTT advertising service. For more information, visit www.TEGNA.com.

About BitPath

BitPath is building the nation's first dedicated broadcast data network that allows broadcasters to bring innovative new video and non-video services to their communities, including new free-to-air services that can support growth in local economies. Based in Arlington, Virginia, the BitPath network will launch in 2021 and will cover dozens of cities by 2022. For more information visit bitpath.com.

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