

## NEWS RELEASE

### **BROADCASTERS LAUNCH NEXTGEN TV ON FIVE LEADING LOCAL TELEVISION STATIONS IN OMAHA**

#### ***KETV, KMTV-TV, WOWT, KPTM, and KXVO Begin Broadcasting with Revolutionary New Technology***

**OMAHA, NE – April 19, 2022** – Five of Omaha’s leading local television stations today began broadcasting with NextGen TV, a revolutionary new digital broadcast technology. Today’s launch includes KETV (ABC), KMTV-TV (CBS), WOWT (NBC), KPTM (FOX), and KXVO (TBD).

Based on the same fundamental technology as the Internet and digital apps, NextGen TV can support a wide range of features that are currently in development. In addition to providing a new, improved way for broadcasters to reach viewers with advanced emergency alerts, NextGen TV features stunning video with brilliant color, sharper images and deeper contrast to create a more life-like experience.

NextGen TV adds a new dimension to TV viewing, with vibrant video and new Voice+ dialogue enhancement that brings voices to the foreground. Movie theater-quality sound lets viewers hear every voice clearly and keeps volume consistent across channels. NextGen TV also can be enhanced with Internet content, enabling viewers to get the most out of live sports, live news, and live events in real-time, without looking away from the TV screen.

Powered by ATSC 3.0, NextGen TV is the most significant broadcast technology upgrade to date. Features available on NextGen TV will vary by device and station, as broadcasters roll out service across the country.

Today’s launch in Omaha follows a decade of development and months of planning and preparation by the local stations. KXVO, owned by Mitts Telecasting, has converted to ATSC 3.0 transmissions. KXVO will broadcast its own programming, as well as the programming of the other participating stations, in NextGen TV format. All the programming of each participating station will continue to be available in the existing DTV format, which all modern television sets can receive.

BitPath, which is developing new data broadcasting services, led the planning process and coordinated efforts across the five television stations.

From Seattle, Washington, to Washington, D.C., and from the Santa Monica Pier on the Pacific Coast to the Folly Beach Pier on the Atlantic, NextGen TV service is already on the air in more than 45 cities across the country. Omaha television viewers can learn more about NextGen TV by visiting [www.WatchNextGenTV.com](http://www.WatchNextGenTV.com), which offers a guide listing cities currently carrying the service, as well as links to available NextGen TV set models.

Antenna viewers without NextGen TV sets can simply rescan their TV sets to ensure uninterrupted service. Rescan instructions are available at [fcc.gov/rescan](http://fcc.gov/rescan). Cable and satellite subscribers do not need to take any action.

#### **About KETV – Hearst Television**

KETV is owned by Hearst Television. [Hearst Television](http://www.HearstTelevision.com) owns and operates 33 television and two radio stations serving 26 media markets across 39 states reaching over 22 million U.S. television households. Through its partnership with nearly all major networks, Hearst Television distributes

national content over nearly 70 video channels including programming from ABC, NBC, CBS, CW, MY Net, MeTV, Estrella and more. The radio stations are leaders in Baltimore news/talk and rock music listenership. Its Hearst Media Production Group unit produces original programming across linear and streaming platforms for domestic and international distribution. Its Very Local app, free to download on household OTT devices and available across popular streaming services, offers 24/7 access to local news, weather and an array of local and regional programming. Hearst Television is recognized as one of the industry's premier companies and has been honored with numerous awards for distinguished journalism, industry innovation, and community service. Hearst Television is a wholly owned subsidiary of [Hearst](#).

### **About KMTV-TV - Scripps**

KMTV-TV is an Omaha station owned and operated by [The E.W. Scripps Company](#) (NASDAQ: SSP), a diversified media company focused on creating a better-informed world. As one of the nation's largest local TV broadcasters, Scripps serves communities with quality, objective local journalism and operates a portfolio of 61 stations in 41 markets. The Scripps Networks reach nearly every American through the national news outlets Court TV and Newsy and popular entertainment brands ION, Bounce, Defy TV, Grit, ION Mystery, Laff and TrueReal. Scripps is the nation's largest holder of broadcast spectrum. Scripps runs an award-winning investigative reporting newsroom in Washington, D.C., and is the longtime steward of the Scripps National Spelling Bee. Founded in 1878, Scripps has held for decades to the motto, "Give light and the people will find their own way."

### **About KPTM – Sinclair**

KPTM is a leading Omaha station owned and operated by Sinclair Broadcast Group, Inc. (NASDAQ: SBGI), a diversified media company and a leading provider of local sports and news. KPTM is affiliated with the Fox television network. Sinclair owns and/or operates 21 regional sports network brands; owns, operates and/or provides services to 185 television stations in 86 markets; owns multiple national networks including Tennis Channel and Stadium; and has TV stations affiliated with all the major broadcast networks. Sinclair's content is delivered via multiple platforms, including over-the-air, multi-channel video program distributors, and digital and streaming platforms NewsOn and STIRR. For more information, please visit [fox42kptm.com](#) and [sbgi.net](#).

### **About KXVO – Mitts Telecasting**

Mitts Telecasting Company is an independent television broadcast company. MTC acquired KXVO, Omaha, Nebraska, and sister station KSNB-TV, Lincoln, Nebraska, more than 20 years ago. MTC subsequently sold KSNB-TV to Gray Television. During MTC's stewardship, KXVO has served its community as an affiliate of The WB, then The CW Network and now TBD.

### **About BitPath**

BitPath is building the nation's first dedicated broadcast data network to provide innovative new wireless services at a fraction of the cost of cellular systems. Based in Arlington, Virginia, the BitPath network will launch this year covering dozens of cities. For more information, visit [bitpath.com](#).

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