

Building Future-Ready Services

MPT RUN3TV Broadcaster Application Customization

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What is RUN3TV?

- The Web Platform
 - RUN3TV is the application platform for NEXTGEN TV (ATSC 3.0), bridging the gap between traditional broadcast and modern digital experiences.
- Hybrid Orchestration
 - It enables the seamless hybrid delivery of broadcast TV and OTT video, allowing broadcasters to rebuild the local TV viewing experience.



Evolution of the Experience

- Traditional TV apps require manual search and siloed navigation. RUN3TV evolves this via:
 - Automatic Launch: Triggered by HELD(HTML Entry pages Location Description) signaling
 - Contextual Awareness: Apps are tied to specific linear content
 - Integrated Discovery: Zero-effort engagement for the viewer



The Hybrid Advantage

- Max Reach
 - Combines broadcast's efficiency with broadband's flexibility.
- Interactivity
 - Features like Program Restart and On-Demand clips.
- Measurement
 - Granular analytics and privacy-compliant first-party data.
- One stop viewing experience
 - Broadcasting + Broadband



Considered Customization

- User Experience Consistency
 - Maintain consistency across customizations by aligning with NBC, NBCUniversal and Nebraska Public Media. This benchmark ensures that whether a viewer is on a local affiliate or a national network, the core navigation feels familiar and frictionless.
- Strategic Refinement
 - Our methodology bypasses the trial-and-error phase by leveraging proven existing practices. We tweak and improve rather than reinvent, ensuring technical stability and rapid releases.
- Standard-Driven Launch
 - The App launch screen reflects distinct services derived from corresponding technical standards.



Standard-Driven Launch

The image displays three overlapping screenshots of the Maryland Public Television (MPT) website interface, illustrating a standard-driven launch. The interface is dark-themed and includes the following elements:

- Top Bar:** Displays the time (e.g., 9:34 am EDT), date (Mon, May 18, 2026), and navigation links for "Maryland Public Television", "mpt", and "NEXTGEN TV".
- Left Navigation:** A vertical menu with options: Live, On demand, Podcast, Weather, Donate, Settings, and More.
- Live Section:** Shows a video player with a man in a kitchen. Below it, a "TODAY ON MPT" section lists upcoming programs: "Homemade Live!" at 9:30 AM, "Curious Traveler" at 10:00 AM, "Ireland with Michael" at 10:30 AM, and "Rick Steves" at 11:00 AM.
- On Demand Section:** Features a "LOCAL SHOWS" grid with cards for "MotorWeek" (862 episodes), "Direct Connection" (249 episodes), "Potomac by Air: Our Nation's River" (1 episode), "Chesapeake Collectibles" (132 episodes), "MY" (85 episodes), and "SILVER RUCKERS" (51 episodes).
- Current Conditions Section:** Shows weather for Baltimore, MD 212. The status is "Clear" with a temperature of "79°F". Other details include "Wind: 0 mph N", "Feels Like: 79°F", and "Humidity: 61%". A map shows "RAD Base Reflectivity" for Baltimore, MD.
- Active Alerts Section:** Displays an "Air Quality Alert" for Baltimore, MD, issued by the Maryland Department of the Environment. It includes a "What" section explaining the alert, a "Where" section listing affected areas, and a "RUN3TV CONTROL" button.



Mapping to A/344 Standards

Service	Delivery Type	Standard Focus
Live Streaming	Linear A/V	Broadcast/Broadband, Live Sync & Time-Shift
VOD	NRT	ROUTE Packages / File Caching
Weather Alert	Data	Interactive content

Continued Implementation

- Soft Launch
- Localization
- Getting to know our audience
- Future Ready



Thank You!

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