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## Topic: ATSC 3.0 in 2021

**Date: March 9, 2021**

**Time: 7:00 PM**

**Location: Virtual – Go-To-Webinar**

**Arranged By: Reza Saiphoo, Peter Armstrong**

**Sponsor: TTC - Toronto Technical Seminar 2021**

Deployed in South Korea in 2017 and approved by the FCC in the US in 2018, tonight the SMPTE Toronto Section looks at where ATSC 3.0 is in 2021.

Our presenters are:

**Orest Sushko – Humber College Broadcast-Broadband Convergence (B<sup>2</sup>C) Lab – Project Lead.** Orest will present the Humber College – B<sup>2</sup>C Lab Development including ATSC 3.0 broadcast IP ecosystem and 5G private core networks combined into one test bed with joint Research & Development with the Communications Research Centre (CRC) in Ottawa.

**Madeleine Noland – President ATSC.** Madeleine will provide a technical overview and update on ATSC 3.0's global development.

**Mark Corl – SVP Emergent Technology Development, Triveni Digital.** Mark will discuss the ATSC 3.0 interactive environment and how the various broadcast distribution elements and broadband return channels can be leveraged to provide a personalized experience for viewers.

**Dr. Yiyan Wu - Principal Research Scientist, Communications Research Centre, Ottawa.** Yiyan will present: Physical layers, In Band Distribution Links, Inter-tower communications, Broadcast Core Network development and convergence with 5G core networks.

**Anne Schelle – Managing Director, Pearl TV (an alliance of 9 large US broadcasters).** Anne will discuss Pearl TV's commercial broadcaster implementation of ATSC 3.0 (NextGen TV) in the United States and specifically how their Research & Development in the Phoenix market led to a nationwide service launch.

**Register for Event:**

<https://attendee.gotowebinar.com/register/1746889093527696910>

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