



## **NEWS Release**

Contact: Jerald Fritz, ONE Media, LLC  
(703) 236-9229  
[jnfritz@ONEMediaLLC.com](mailto:jnfritz@ONEMediaLLC.com)  
1100 Wilson Blvd., Arlington, VA 22209

### **SAMSUNG AND ONE MEDIA DRIVE ATSC 3.0 CANDIDATE STANDARD SUCCESS**

**Arlington, VA** (May 11, 2015) – Samsung and ONE Media have reasons to be optimistic this week, as broadcasters, manufacturers and industry participants gather at the ATSC’s annual meeting in Washington, DC to review the rapidly developing ATSC 3.0 standard. The timely elevation of the “System Discovery and Signaling” (bootstrap) to Candidate Standard (A/321 Part 1) is the result of months of joint work and collaboration led by Samsung and ONE Media in conjunction with other broadcasters. This is an important first step, making possible untapped flexibility within the standard to meet future business challenges and opportunities, providing for robust access to the system in dynamic spectrum environments.

Commenting recently on the Next Generation broadcast platform, David Smith, President and CEO of Sinclair Broadcast Group, Inc., the country’s largest television broadcaster, noted, “The success we are seeing and the speed in which we are moving to develop the Next Generation Broadcast Platform (Next Gen) has the potential to revolutionize our industry and silence our critics. Next Gen opens opportunities beyond 4K Ultra high definition television and mobile. Not only will it allow us to compete with other over-the-top models, it could provide us new revenue streams based on personalized viewing, targeted advertising, broadcast overlay data distribution, vehicular connectivity, and other use applications yet to be developed. Mr. Smith also commented on the significance of having Samsung’s invaluable support. “Having one of the world’s leaders in consumer equipment manufacturing as our partner in enhancing the future of the broadcast industry, speaks volumes as to how optimistically we view our business going forward.”

Samsung and ONE Media proposed a hierarchical framework comprised of the ‘bootstrap,’ preamble and data framing to meet broadcasters unique requirements. With Samsung’s significant support based on understanding about the needs and urgency of the broadcast industry, the joint submission was crafted to meet a set of harmonizing requirements that address broadcasters’ needs from the bottom up. The architecture of bootstrap signaling is dynamic and allows for future enhancements, permitting the graceful evolution of the ATSC 3.0 standard as new markets open. This significant collaboration between the global manufacturer, Samsung, and broadcasters paves the way for the approval of this innovative, evolutionary technology as the new standard.



“Partnering with Samsung has greatly accelerated ONE Media’s understanding of consumer electronics requirements and has enabled us to optimize our technology framework to meet those needs,” Commented Kevin Gage, ONE Media EVP of Strategic Development and CTO. “Broadcasters and consumers alike are the beneficiaries of this collaboration. The broadcast ecosystem has a very bright future.”

The alignment of Samsung and ONE Media, working in collaboration with broadcasters, provides the foundation to ensure the innovation and resources required for success are aligned.

**About ONE Media, LLC:** ONE Media was established as a joint investment between Coherent Logix and Sinclair Broadcast Group, Inc. (NASDAQ: SBGI) 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](http://www.onemediallc.com).

###