



## NEWS Release

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### ONE MEDIA 3.0, LLC TO LAUNCH NEXT GENERATION BROADCAST PRODUCTS AND SERVICES

**Baltimore, MD, April 14, 2016** – Sinclair Broadcast Group, Inc. (Nasdaq: SBGI) today announced the formation of a wholly-owned subsidiary, **ONE Media 3.0, LLC**, whose purpose will be to develop business opportunities, products and services associated with the ATSC 3.0 “Next Generation” broadcast transmission standard and TV platform. The new company will build upon the advanced Next Gen development activities of ONE Media, LLC and turn its sights to tackling three key business objectives enabled by the Next Gen TV standard. The initial goals are:

- **Single Frequency Network (SFN) Planning and Buildout** - The buildout of a national footprint featuring local SFNs on a market-specific basis will be essential to providing virtualized coast-to-coast data services. The optimization and development of shared facilities will foster quick, affordable adoption and implementation strategies by broadcasters.
- **National Internet Protocol (IP) Core Network Infrastructure** - Designing, developing and deploying a coordinated, intelligent network infrastructure will connect markets nationally. The Network will form the basis for the “Broadcast Market Exchange” that allows individual broadcast businesses to participate in the larger economics of a national distribution platform.
- **User Data Collection** - The engineering and buildout of an integrated system will collect and measure viewer analytics and user habits on Next Gen enabled devices that will allow broadcasters to develop personalized content.

“Discussions with leading global infrastructure providers in these arenas have been underway for some time and have been accelerated recently by the broad support of ATSC’s “Next Gen” 3.0 transmission standard,” commented **David Smith**, President and CEO of Sinclair Broadcast Group. “Our ONE Media, LLC joint venture has developed the tools; it is now time for ONE Media 3.0 to build the house. The Next Gen capabilities are real and limited only by the imagination of the broadcast industry. Our formation and launch of ONE Media 3.0 signals that we are ready to take the next steps to build the operating infrastructure and network necessary for the television broadcast industry to launch business models, compete on a level playing field, and bring new and exciting products to the consumer.”

**About Sinclair Broadcast Group:** Sinclair is one of the largest and most diversified television broadcasting companies in the country. Including pending transactions, the Company owns, operates and/or provides services to 171 television stations in 81 markets, broadcasting 477 channels and having affiliations with all the major networks. Sinclair is the leading local news provider in the country, as well as a producer of live sports content. Sinclair's content is delivered via multiple-platforms, including over-the-air, multi-channel video program distributors, and digital platforms. The Company regularly uses its website as a key source of Company information which can be accessed at [www.sbg.net](http://www.sbg.net).

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