SINCLAIR
BROADCAST GROUP

BROADCAST APPLICATION & ADVANCED EMERGENCY INFORMATION

ONEMedia **3.0**

NextGen BROADCAST

The NextGen Broadcast platform energized by ATSC 3.0 transforms the broadcast channel into a multi-purpose distribution pipe for content and interactive experiences. It dramatically enhances the video viewing experience while at the same time repurposes the channel for other public interest and commercial uses.

Sinclair's Broadcast App permits users to access on demand content, local weather, audio services, and Advanced Emergency Information. Broadcasters can also leverage the app to collect user feedback and presents sponsorship opportunities for monetization.
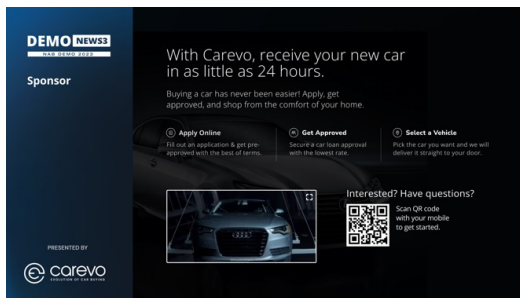
BROADCAST + BROADBAND CONTENT
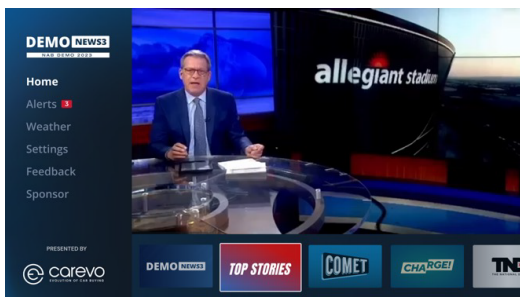
Merging over-the-air and over-the-top programming is a revolutionary capability built in to the NextGen Broadcast standard. Enabling that feature is the Broadcast App. Viewers today are agnostic on how they receive TV programs so long as the quality is equivalent between providers. Understanding that broadcast and broadband services can be merged to provide the best of over-the-air and Internet delivered content is a key factor in the new delivery ecosystem.

ADVANCED EMERGENCY INFORMATION

Advanced Emergency Information (AEI) is a service that provides public safety information that can be personalized and targeted to a viewer's current location and preferences. Real-time data can include complementing visuals, like maps of affected areas, persons of interest, evacuation routes, expanded emergency shelters, emergency contacts, and live doppler radar or alternate news streaming in multiple languages.

SPONSORSHIPS

Sponsorships is new advertising experience that Broadcasters can offer to Advertisers in the Broadcast Application. The possibilities are limitless when it comes to content and customer journeys. Advertisers can present a guided or dynamic customer journey where users can access information and engage with images and videos that can lead them to a QR code that takes the user through a sales funnel on website landing page or to a service platform.

USER FEEDBACK
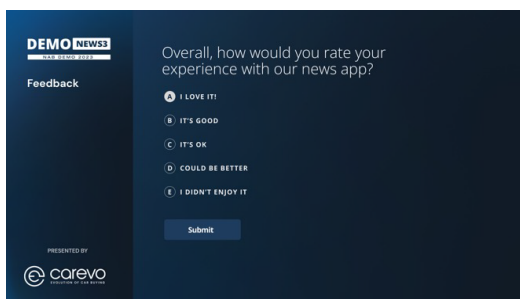
NextGen TVs provide the ability to achieve two-way communications between the broadcaster and the viewer. With this new capability, broadcasters can engage their viewers and discover customer interests and sentiment across a myriad of different areas. Focus groups can now be everyone. The insights discovered are immensely more valuable than traditional means of performing research studies, which could lead to smarter business decision making in general.

DATA ANALYTICS
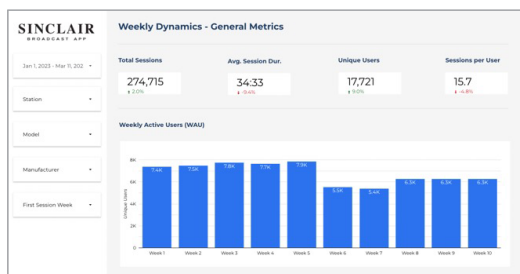
Broadcasters can now capture first party data about their viewers consumption habits, instead of solely relying on third parties to provide that insight. This is revolutionary. For the first time, Broadcasters can independently uncover business insights to assist in developing strategies to grow their advertising revenue and to curate their over-the-air and over-the-top programming.

SCAN ME

Sinclair/ONE Media 3.0 have announced that they will ease the process of distributing their version of the Broadcast App by delivering it both over-the-air and via broadband.