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## The issue:

Broadcasters are focused on the future of television and are already serving over 75% of the country with NEXTGEN TV. As television stations continue to invest in the future of television to benefit viewers, **the Federal Communications Commission (FCC) should maintain a reasonable, flexible framework for NEXTGEN TV deployment.**

## Here's why:

The next generation of broadcast television technology can deliver lifesaving advanced emergency alerting, stunning pictures, immersive and customizable audio and improved reception to enhance viewers' experience.

- Because the new technology combines the best features of broadcast television and broadband, **NEXTGEN TV allows local stations to better personalize their broadcasts** with information and interactive features to give viewers the most relevant content.
- **One in four U.S. households report using an antenna to watch TV in their homes.** By upgrading to NEXTGEN TV, stations will be able to provide these viewers with the same or better experience they get through a pay-tv service, **with no monthly fee** – broadcast TV is free.
- NEXTGEN TV **supports enhanced mobile reception**, so viewers can access unlimited live local and national news, the most popular sports and entertainment programs and children's shows on mobile devices over the air without having to rely on cellular data services. That means viewers won't run through their data cap.
- The NEXTGEN TV standard also unlocks datacasting capabilities, which can be used for more than just delivering linear video and audio to viewers. Applications include distance learning, emergency management, updating software in cars, digital signage and more.
- One especially promising datacasting use case is a complementary positioning, navigation, and timing (PNT) system known as Broadcast Positioning System (BPS). BPS can meet all critical infrastructure timing needs while operating fully independently of GPS, **enhancing our national and economic security**. Once the transition to NEXTGEN TV service is complete, BPS will also be able to provide position and navigation capability throughout the country. Broadcasters are working with NIST and other federal agencies to further test and improve this solution.

In 2017, the FCC voted to allow broadcasters to use the NEXTGEN TV standard on a voluntary basis.

- Since then, stations using the NEXTGEN TV standard are continuing to broadcast in the current standard so that viewers with older TVs can still access the station's signal.



# Next Generation TV is on the Horizon

- Broadcasters have launched NEXTGEN TV in **more than 75 markets**, with further deployments rolling out in 2025 and beyond.
- Viewers are now able to experience stunning high-dynamic range video and immersive audio on an increasing variety of content, including major live sporting events.
- New interactive features give viewers easy access to local news and the ability to “start over” live programming.

In 2023, the FCC announced the creation of the Future of TV Initiative, a public-private initiative that will consist of stakeholders from broadcasting, the consumer electronics industry, and public interest and consumer groups, to generate a road map for the NEXTGEN TV transition.

In February 2025, NAB filed a petition with the FCC urging the agency to establish a clear, industry-wide and nationwide transition plan for the full deployment of NEXTGEN TV.

- Under NAB’s proposal, stations serving approximately 70% of the country would transition fully to NEXTGEN TV in early 2028, and remaining stations would transition in early 2030.
- The petition also calls for updates to FCC rules to ensure television reception devices support Next Gen TV, maintain existing MVPD carriage obligations and eliminate regulatory hurdles that could otherwise slow adoption.

## The bottom line:

As broadcasters move to unleash the next generation of free broadcast television service, Congress and the FCC should continue supporting its quick rollout and enable stations to provide the absolute best services for broadcast viewers. To learn more about the next generation of television, visit [nab.org/NextGen](https://nab.org/NextGen).