



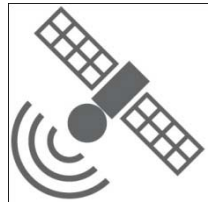
North American  
Broadcasters Association

# Integrated Broadcast Broadband –

## The North American Situation

**Bob Plummer**, Consultant, Fox / Vice-Chair,  
NABA-TC / Vice-Chair, WBU-TC





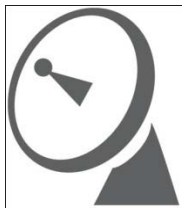
## ATSC 2.0

The ATSC 2.0 standard (Candidate Standard A/107) has been developed for multimedia and interactive broadcasting.



## ATSC 2.0

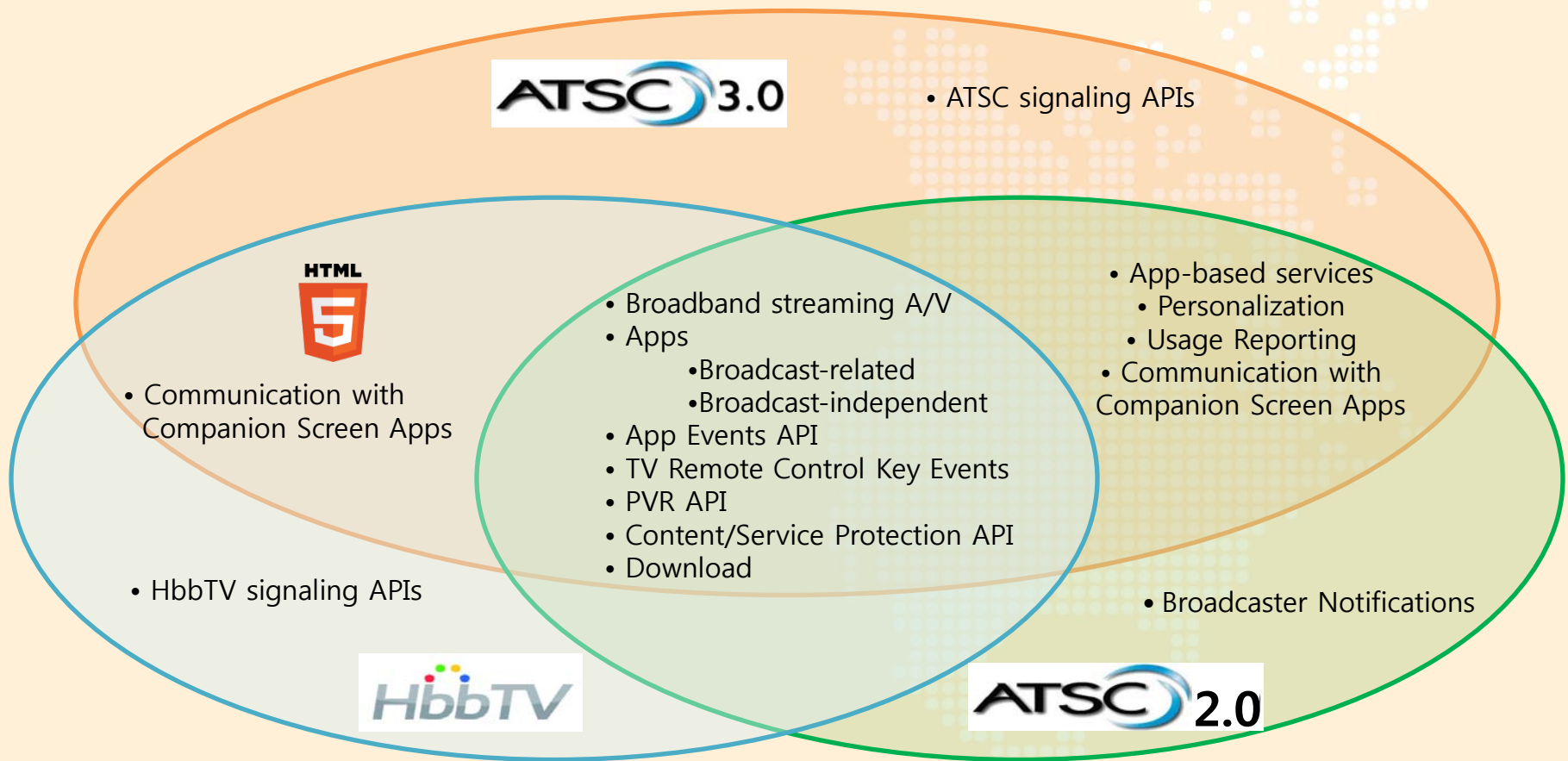
ATSC 2.0 adds new services in a backwards compatible manner to the existing DTV standard (i.e., new services will not be receivable on legacy sets, but conventional services will still be receivable on those sets)



## ATSC 2.0 and 3.0

New sets will be required to receive the new services. Multimedia service is also a requirement in the ATSC 3.0 standard development effort.

# Base Profiles and Optional Features



Integrated Broadcast Broadband

# TV's are the Competition





*Thank you for your time!*

[rhplummer@ieee.org](mailto:rhplummer@ieee.org)