



# ATSC 3.0 Cloud SaaS for NextGen TV

# Introducing ATSC 3.0 Cloud

## Software as a Service for NextGen TV Broadcasting

ATSC 3.0 deployments are underway. Broadcasters are excited about the many revenue-enhancing opportunities that NextGen TV offers. And Triveni Digital is showcasing a new solution for streaming ATSC 3.0 from the cloud at the 2020 NAB Show.

### For a Fast and Flexible Transition

Integrating Triveni Digital's ATSC 3.0 Broadcast Gateway scheduler and GuideBuilder<sup>®</sup> XM ATSC 3.0 transport encoder with state-of-the-art third-party systems, ATSC 3.0 Cloud leverages the public cloud so broadcasters can launch NextGen TV services faster and more efficiently. In addition, the scalability and upgradeability of this new service ensure flexibility for future growth.

**Streaming ATSC 3.0 is easier than ever with this new cloud-based SaaS.**

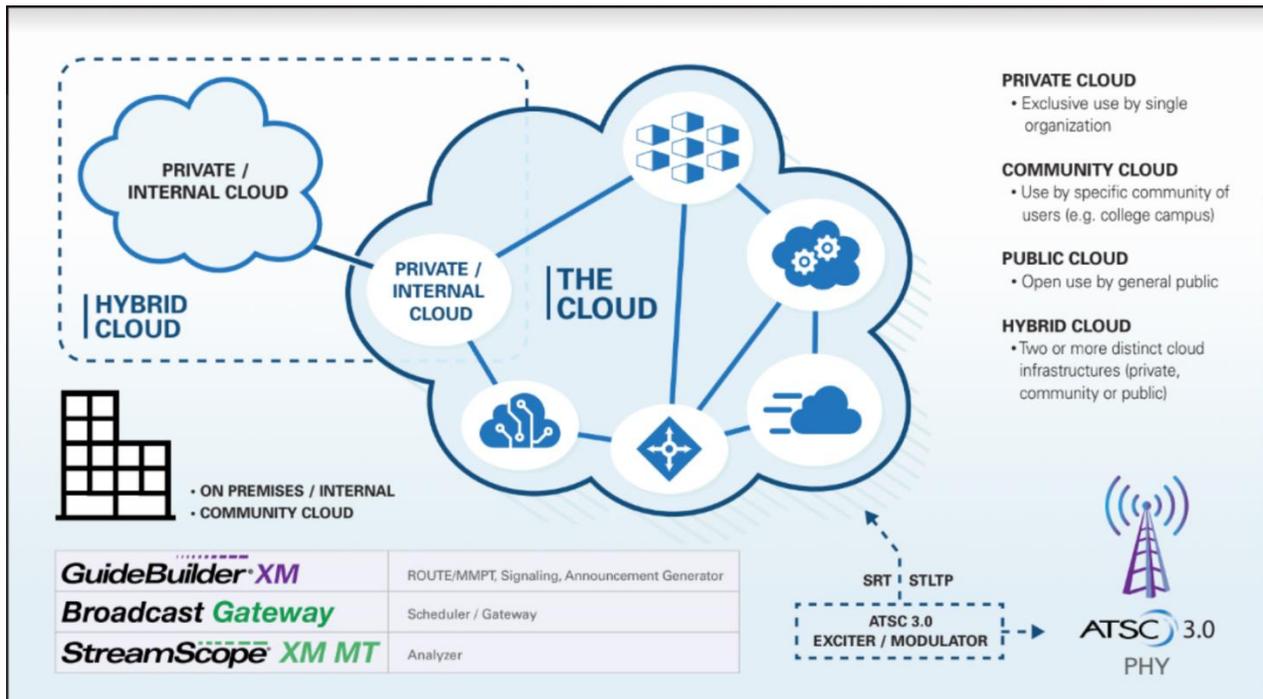


Figure 1: ATSC 3.0 Cloud options

## Economical Pricing Model

ATSC 3.0 Cloud software as a service (SaaS), lowers broadcasters' cost-to-market for NextGen TV channels and services by reducing implementation and CapEx costs. This pay-as-you-go pricing model is especially valuable for broadcasters in small and midsize markets.

**ATSC 3.0 Cloud reduces the cost of transitioning to NextGen TV broadcasting.**

## Secure Cloud Communications

ATSC 3.0 Cloud includes support for the Secure Reliable Transport (SRT) protocol to minimize the effects of jitter and bandwidth changes and ensure a secure communications path in the cloud. Using SRT, content is protected from contribution and distribution.

## U.S.-Based Support and Service

Technical support is a key factor in the transition to NextGen TV. For more than 20 years, the Triveni Digital support team has been helping customers integrate our products with their broadcasting needs. From our headquarters in Princeton, New Jersey, they are instantly accessible to your engineering teams when needed for complex issue resolution.

**In surveys, customers often rate our technical support team as the best that they deal with.**

## Proven ATSC 3.0 Expertise

As one of the companies that helped create ATSC 3.0, Triveni Digital has been active in standards participation and leadership, helping to build the ATSC 3.0 technological ecosystem

**Triveni Digital is among the leaders in ATSC 3.0 development, testing, and implementation.**

and drive development forward. Triveni Digital has led numerous ATSC 3.0 early market trials, working with the experimental Phoenix Model Market. We've also partnered extensively with other technology suppliers to provide broadcasters with best-of-breed ATSC 3.0 solutions.

## Get Empowered by the Cloud

ATSC 3.0 will open important new opportunities for U.S. broadcast television stations, including the ability to deliver advanced emergency alerts, program guides, targeted advertising, and more. Choosing our new cloud-based SaaS solution will ensure a smooth and cost-effective transition to your NextGen TV broadcasting.

### To get started, contact Triveni Digital:

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**Tip** To learn more about ATSC 3.0 Cloud, visit [Booth N1803](#) at the 2020 NAB Show in Las Vegas, NV.