

# DISH Successfully Trials "Next Gen" Broadcast Standard in Spectrum Co.'s Dallas SFN Project

DALLAS, April 8, 2018 /PRNewswire/ -- In a significant convergence of wireless and broadcast technologies, DISH today successfully trialed the transmission and reception of the new broadcast ATSC 3.0 standard as part of the Spectrum Consortium, LLC's (Spectrum Co.'s) "Next Gen" deployment project in Dallas, Texas. Using its 700 MHz E Block spectrum (former broadcast TV channel 56), DISH deployed on Spectrum Co.'s Garland, Texas, Single Frequency Network (SFN) site, as part of the country's first major market conversion to the Next Gen broadcast standard. Spectrum Co. is a consortium of broadcasters leading the transition to ATSC 3.0.

"We're seeking innovative ways of bringing next generation technologies and services, like ATSC 3.0, to American consumers," said Tom Cullen, DISH executive vice president of Corporate Development. "This trial helps us not only pursue opportunities with 'Next Gen' TV technology, but also identify synergies with our IoT and future 5G plans, for example broadcasting data to connected cars."

DISH's 700 MHz E Block is uniquely positioned to provide coverage to 95 percent of the license areas in the U.S. Additionally, DISH's uplink spectrum assets could be used to provide a unique, dedicated reverse link channel for broadcast data applications.

John Hane, Spectrum Co. President, said, "We are thrilled that one of the most innovative companies in telecom and media has joined Nexstar, Sinclair, Univision and American Tower in our Dallas SFN project. DISH's involvement underscores that ATSC 3.0 is much more than the most transformational upgrade of broadcast television technology in history. It's the foundation of a robust new ecosystem of advanced services. The wireless economy is quickly outgrowing one-size-fits-all solutions. We look forward to working with DISH, broadcasters and others to bring exciting new capabilities online."

ATSC 3.0 technology will provide multiple benefits to consumers including dramatically improved over-the-air reception, immersive audio, deep-indoor reception, mobile reception, targeted programming/advertising, automotive services and advanced emergency alerting.

Spectrum Co. is defining the requirements of the Dallas SFN deployment project. Sinclair Broadcast Group (Nasdaq: SBGI) and American Tower Corporation (NYSE: AMT), working within a memorandum of understanding that will help shape future joint activity, have deployed and are commissioning multiple sites that will support multiple channels as part of this SFN network. Two 6 MHz channels have been committed by market broadcasters (Univision and Cunningham Broadcasting Corporation) to Next Gen service transmission infrastructure that will also accommodate DISH's licensed E-Block spectrum. DISH is participating in this important Spectrum Co. project, and will be able to share in and benefit from the understanding that evolves during the operation of this pilot deployment.

Vendor partners in the Dallas "Next Gen" rollout include: Hitachi COMARK (transmitters), ATEME (encoders), Enesys (gateway resource scheduler), Digicap (ESG and signaling), Dielectric (band-pass-filters, transmission line and antennae), Monroe Electronics (EAS Digital Alert Systems), TestTree (monitoring and control), Acrodyne Services (integration), ONE Media (configuration and design) and Progira (SFN coverage modeling).

## About DISH

DISH Network Corporation is a connectivity company. Since 1980, it has served as the disruptive force in pay-TV, driving innovation and value on behalf of consumers. Through its subsidiaries, the company provides television entertainment and award-winning technology to millions of customers with its satellite DISH TV and streaming Sling TV services. DISH operates a national in-home installation workforce, as well as an advertising sales group delivering targeted advertising solutions on DISH TV and Sling TV. In addition to its TV services, DISH has commenced buildout of a national narrowband "Internet of Things" network to provide innovative connectivity solutions and applications through its strategic spectrum portfolio. DISH Network Corporation (NASDAQ: DISH) is a Fortune 200 company.

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### **About Spectrum Co.**

Spectrum Co., LLC, is the ATSC 3.0 development consortium founded by Sinclair Broadcast Group, Inc. and Nexstar Media Group, Inc. (Nasdaq: NXST). Univision Local Media, Inc. has signed an MOU to join Spectrum Co. Its mission is promoting spectrum utilization, innovation and monetization by advancing the adoption of the ATSC 3.0 transmission standard across the broadcast industry. Spectrum Co. is pursuing advanced nationwide business opportunities made available by the NextGen standard and aggregation of ATSC 3.0 data capacity.

SOURCE DISH Network Corporation

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