Transformation of TV Newsrooms
With ATSC 3.0 Emergency Alert and Information Distribution

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Traditional EAS - Sends Alerts to Everyone

- Main issue: Everyone Receives All Alerts
  - Alert Fatigue
  - Can not target specific groups (like first responders or sub DMA)
- If the User’s Device is not on - they do not see the Alert
- Alert Accessibility (Visually Impaired may not understand the alert)
- No Enrichment by Newsrooms - currently excluded from the process
ATSC 3.0 Advanced Alerts and Information
Broadcast App Based - allowing for many possibilities

• Users can “Opt-In” to specific alerts
• Alerts can consist of many rich-media assets
• Producers can segment alerts to multiple dimensions, such as
  • Geography
  • Personal Entitlements
  • School Affiliations
• While all alerts are emanated, the Broadcast App filters alerts for the user
The Newsroom Tool
First Generation Under Development Now

• Allows News Producers to send alerts and/or information at any time
• Geo Targeting at DMA and Zip-Code Levels
• Syndication of Alerts across DMAs
• Various Levels of Station Alerts - enhancing User Opt-In choices
• Creation of rich-media micro-web sites
  • Built by News Producers in a simple/intuitive manner
  • Delivering interactive experiences to the audience
  • 100% OTA Enabled
The Newsroom Tool
Second Generation Features

• Automatic Alerting
  • Through existing EAS Infrastructure (DasDec)

• Ability to “tie” rich-media information to an existing EAS Alert

• Ability for third parties to send targeted Alerts/Information
  • Including encrypted information for first responders
  • Targeted information for a company's employees
  • Local school information for students and parents
The Audience Experience
For Both Connected and Non-Connected TVs

- Personalized
- Ability to Inform Better
- Ability to View When It is Convenient to You
The Newsroom is the Natural Place
For Emergency Information

• The Newsroom is part of the community

• Informing the community is what each news room does every day

• Leaders in local coverage of local events

• Richness of data that they already have - along with familiarity of the local viewer’s environment - can’t be matched

• In Contrast - EAS (in 90 characters or less) does not have this richness
  • It alerts only - it does not inform
Closing the Feedback Loop
Most Receiver Devices Have Internet Connections

- The future of better Alerting and Informing
- For the first time - we have access to trajectory information of users and devices
- In the future - AI systems will lean specific consumer interactions - understanding the type of information you want
- The inevitable ATSC 3.0 nationwide deployment makes the new AEA&I possible
- With the help of Local Newsrooms - Improving Emergency Alerting and Informing for Everyone
This paper is available in the 2020 BEIT Conference Proceedings

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