

- No immediate no-brainer advantage
- Limited new revenue sources
- Concern for retrans revenue without alternative
- Limited interest in OTA pop increases
- Limited receiver numbers

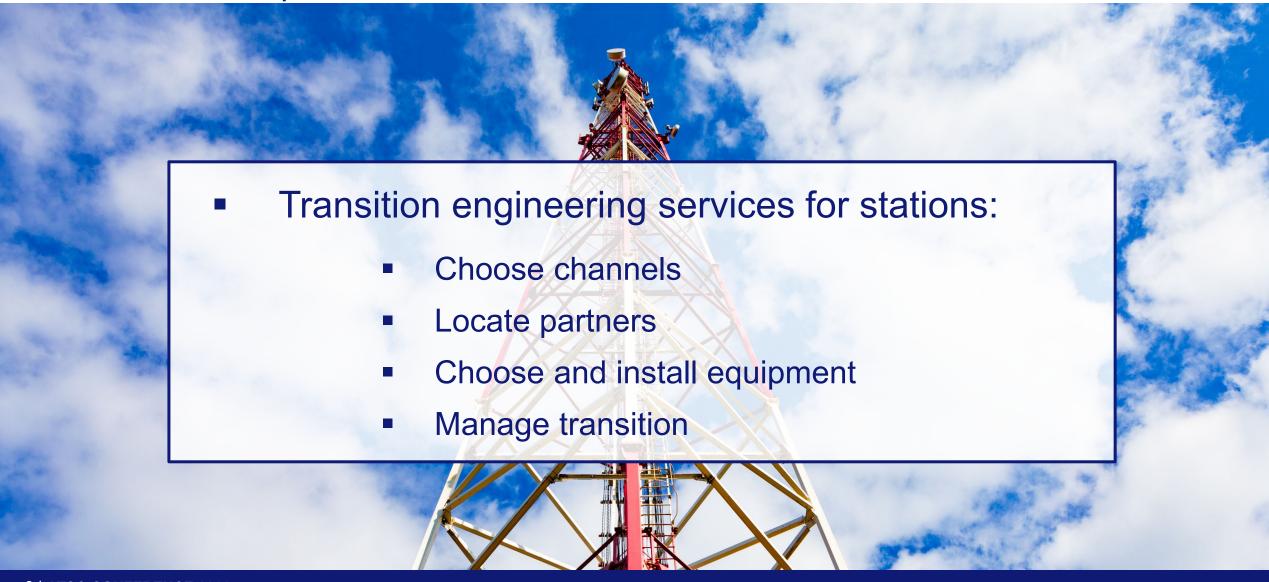




- No egg ever hatched without a chicken!
- Use cases are being introduced each day
- The standards features and advantages make success inevitable
- Cord cutters are reconfiguring cable markets
- Many benefits unlocked with less sharees per channel



HOW IS SIG HELPING?





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- Infrastructure as a service Turnkey design, build and operate
 - Use case system solutions (SaaS) Linear and datacasting
 - ATSC 1.0 and 3.0
 - Education
 - Health kiosks
 - Alerting
 - Single frequency networks (TxaaS) Enable datacasting
 - Multiple designs underway