


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

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- 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

- Transition engineering services for stations:
  - Choose channels
  - Locate partners
  - Choose and install equipment
  - Manage transition

- 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