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SCETV launches new interactive digital broadcast technology in Myrtle Beach-Florence

COLUMBIA, S.C. – South Carolina ETV (SCETV) is excited to announce the launch of NextGen TV, a new digital broadcast technology, in the Myrtle Beach-Florence market. Viewers can now experience enhanced versions of the ETV-HD and SCETV PBS Kids 24/7 channel with this innovative technology. This launch marks the first use of ATSC 3.0 for SCETV's network of stations and is a major milestone for public media in South Carolina.

NextGen TV, based on the same core technology as the internet and digital apps, offers a variety of features currently in development. This technology provides advanced emergency alerts and delivers increased video quality with brilliant colors, sharper images and deeper contrasts for a more immersive viewing experience.

ETV-HD and SCETV PBS Kids 24/7 channel viewers in the Myrtle Beach-Florence area will continue to enjoy all local ETV programs and PBS content. Antenna users without NextGen TV sets can simply rescan their TVs to maintain uninterrupted service. Instructions for rescanning are available at [fcc.gov/rescan](https://www.fcc.gov/rescan). Cable and satellite subscribers do not need to take any action. It's important to note that South Carolina Channel and ETV World will not broadcast in the new interactive format but will also remain accessible via a basic antenna and through cable providers.

NextGen TV brings a new dimension to television viewing with vibrant video and Voice+ dialogue enhancement, which ensures clear voice quality and consistent volume levels across channels. Additionally, NextGen TV can integrate with Internet content, enhancing live sports, news and events in real-time without the need to look away from the TV screen.

The launch in the Myrtle Beach-Florence market results from a decade of development and months of planning by local stations. WWMB, owned by Howard Stirk Holdings, has transitioned to ATSC 3.0 transmissions and will broadcast its own programming and other participating stations in the NextGen TV format. Programming will still be available in the existing DTV format, compatible with all modern television sets. BitPath, the leading data broadcasting platform in the country, spearheaded the planning process and coordinated efforts among the four television stations.

NextGen TV service is now available in more than 70 cities nationwide, reaching three out of four viewers. Myrtle Beach-Florence viewers can learn more about NextGen TV by visiting [WatchNextGenTV.com](https://www.WatchNextGenTV.com), which provides a guide to cities currently offering the service and links to available NextGen TV set models.

Powered by ATSC 3.0, NextGen TV represents the most significant broadcast technology upgrade to date. This launch marks the first use of ATSC 3.0 for SCETV's network of stations and is a major milestone for our network as a public media station in South Carolina.

Features available on NextGen TV will vary by device and station as the technology rolls out across the country. The launch also includes WPDE-TV (ABC), WBTW (CBS), and WWMB (Dabl).

QUOTES

"We are excited to introduce NextGen TV to our viewers in the Myrtle Beach-Florence area. This launch represents a major advancement in broadcasting technology and underscores our dedication to innovation and excellence in public media. NextGen TV offers unparalleled picture and sound quality, along with new interactive features that will enhance the viewing experience. We are proud to lead the way in bringing this



state-of-the-art technology to South Carolina and look forward to the many benefits it will bring to our community.” **–SCETV President and CEO Adrienne Fairwell**

"We're thrilled to announce the launch of our next-generation TV service, which represents a significant leap forward in broadcasting technology. By leveraging the latest advancements in ATSC 3.0, we're able to deliver ultra-high-definition video and immersive audio experiences to our viewers. This upgrade not only enhances picture and sound quality but also incorporates advanced features such as interactive content and enhanced emergency alerting capabilities. Our commitment to pioneering technological innovations ensures that we continue to provide the highest quality public broadcasting service to our audience." **–Chief Technology Officer Mark Jahnke**

FAST FACTS

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- This launch marks the first use of ATSC 3.0 for SCETV's network of stations and is a major milestone for public media in South Carolina.
- Antenna users without NextGen TV sets can simply rescan their TVs to maintain uninterrupted service. Instructions for rescanning are available at fcc.gov/rescan.
- South Carolina Channel and ETV World will not broadcast in the new interactive format but remain accessible via a basic antenna and through cable providers.
- Myrtle Beach-Florence viewers can learn more about NextGen TV by visiting WatchNextGenTV.com.
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About South Carolina ETV and Public Radio

South Carolina ETV and Public Radio (SCETV) is the state's public educational broadcasting network. SCETV amplifies South Carolina voices, provides educational experiences and strengthens communities, while working toward creating a stronger, more connected and informed South Carolina. In addition to airing local programs, such as *Carolina Classrooms*, *Making It Grow*, and *This Week in South Carolina*, SCETV also presents multiple programs to regional and national audiences, including *By The River*, *After Action*, *Reconnecting Roots*, *Reel South*, *Somewhere South*, *Yoga in Practice*, *Downing of a Flag* and *How She Rolls*. In addition, SC Public Radio produces the national radio production, *Chamber Music from Spoleto Festival USA*.

About WWMB – Howard Stirk Holdings LLC

WWMB is a premier Myrtle Beach, SC television station owned and operated by Howard Stirk Holdings, LLC, ("HSH") one of the largest minority-owned television broadcast groups in the United States. HSH operates seven full power television stations in six markets across the country and is a producer of premium original content known for telling stories that connect with people of all perspectives and shedding light on those neglected by mainstream news sources. WWMB is affiliated with Dabl.

About WPDE-TV – Sinclair

WPDE-TV is a leading television station in the Myrtle Beach-Florence television market. The station is owned and operated by Sinclair Broadcast Group, LLC, a subsidiary of Sinclair, Inc. (Nasdaq: SBGI), a diversified media company and a leading provider of local news and sports. Sinclair owns, operates and/or provides services to 185 television stations in 86 markets affiliated with all the major broadcast networks; owns Tennis Channel and multicast networks Comet, CHARGE!, TBD and The Nest. Sinclair's content is delivered via multiple platforms, including over-the-air, multi-channel video program distributors, and the nation's largest streaming aggregator of local news content, NewsON. For more information, see wpde.com and sbgi.net.



About WBTW - Nexstar

WBTW is a leading television station in Myrtle Beach-Florence and a CBS affiliate. WBTW is owned and operated by Nexstar Media Group, Inc. (NASDAQ: NXST), a leading diversified media company that produces and distributes engaging local and national news, sports and entertainment content across its television and digital platforms, including more than 310,000 hours of programming produced annually by its business units.

About BitPath

BitPath is building the nation's first dedicated broadcast data network to provide innovative new wireless services at a fraction of the cost of cellular systems. BitPath's revolutionary precision location and navigation services, NavPath™ and BitPoint™, will launch this year. Based in Arlington, Virginia, the BitPath network covers dozens of cities. For more information, visit bitpath.com.

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