



## ATSC DRIVES NEW GROWTH



A report by Parks Associates says 20% of US internet households own a television antenna and 12%, who don't have an antenna but plan to purchase one in the next six months. The analysis comes as the upgraded terrestrial platform ATSC 3.0, which includes internet delivered services begins its rollout.

The percentage of antenna owners has remained steady over the last few years, creating a stable audience for broadcasters at a time when they are losing revenues from lost retransmission fees as consumers abandon pay TV for streaming services.

According to Parks Associates research, TV antenna owners report watching about 6.4 hours of over-the-air (OTA) programming per week, second only to subscription-based video-on-demand streaming (7.6 hours per week). Among nearly 30% of antenna owners, OTA is the preferred method of watching live news, while approximately 20% prefer OTA to watch live sports and TV shows and movies. The ATSC 3.0 standard could improve the experiences for these viewers, and

attract new OTA viewers, by enabling higher quality video, enhanced audio, and interactive capabilities.

ATSC 3.0 is built on IP architecture to deliver the next generation of broadcast technology. The standard, labeled as NEXTGEN TV to consumers, allows more revenue-generating advertising opportunities, enables new interactive ads with more precise targeting, and offers new, cost-effective ways to securely distribute data to many recipients.

## DISNEY – HULU COMBINATION GIVES ADDED STRENGTH



The content catalogue of a combined Disney+ and Hulu Video on Demand (VoD) service would second only to Amazon Prime Video and ahead of Netflix, according to Ampere Analysis.

The combination of the two services would have one-third of the 100 most-popular titles in the United States. Combined the Disney+/Hulu app will offer 9000 distinct movies and TV seasons, Ampere's latest title-level analysis of the content offer suggests – even if the approximately 300 Comcast-owned titles are removed from the service. This would position Disney+ and Hulu's total content offering behind only Amazon Prime Video's 10,892 titles and ahead of Netflix's 8391 (as of Q3 2023).

Disney+ held 17 of the top 100 performing SVOD titles in the United States in Q3 2023, led by its movie

library. When combined with Hulu, that figure jumps to 33, giving the joint entity the largest overall share of top titles. In comparison, Netflix has 29 titles and Max 18.

In November, Disney announced that it will acquire the 33% stake in the streaming service Hulu held by Comcast Corp.'s NBC Universal (NBCU), following Comcast's November 1 exercise of its right under the put/call arrangement between the two companies.

## VIVACOM – ONEWEB COLLABORATION



Vivacom has launched a new earth station that will support Eutelsat's OneWeb business.

This facility is only the fourth of its kind in Europe and one of only 35 operating in the world. It will enable expanded communications services for Eutelsat Group's low Earth orbit (LEO) connectivity services.

Construction of the earth station began in November 2022 and completed the following May. It then underwent a successful testing-and-commissioning procedure.

The earth station is located at Vivacom's site in the municipality of Stara Zagora where it will provide additional jobs in the region for the next 10 years. The ground station consists of 18 antennas and a mini data centre that connects the LEO satellites to the optical network and data centres in Bulgaria and Europe. ■