CASE STUDY

NextGen TV app: the future of broadcasting

■ THE CHALLENGE

The leading US broadcaster NBCUniversal wanted to fully grasp the opportunities unlocked by NextGen TV, enabling the benefits of valuable digital monetization, measurement, personalization and interactive features.

Thanks to its solid experience and distinctive skills in designing and developing outstanding NextGen TV broadcast applications first in Europe and subsequently, for several years, in the US, Fincons has been selected together with Pearl TV and Evertz to collaborate in the development of the application for NBC and Telemundo Network&Local Stations.

■ THE SOLUTION

The new app introduces new digital features to increase viewer engagement and enable new monetization opportunities, while expanding safety controls and access to public service notifications.

Highlighted features include:
- **Restart Program** - Expanded access to linear broadcasting by allowing viewers to restart any program from the beginning when joined in progress;
- **Today Show Personalization and Interactivity** - Weather features seamlessly integrated into NBC's iconic morning news program;
- **Local Weather** - Detailed, interactive weather forecasts targeted to viewer's location including weather radar, forecasts and meteorologists reports;
- **Customizable Content Carousel** - Alternate and related VOD content promotion and access of Local, News, Sports and Entertainment clips and full episodes;
- **Customizable menu navigation** - Localized Menu Navigation customized for each TV station with branded logos, design elements, and content sections;
- **Advanced Alerting** - Public safety alerts customized to the viewer's location relevant to specific households;
- **Real-time Measurement** - Based on real-time data tracking enabling rich, near real-time viewers & program metrics.

■ THE BENEFITS

NBCUniversal's resulting NextGen TV broadcast app has shown how digital capabilities can be seamlessly applied to broadcasting at scale.

The RUN3TV framework, on which the application was developed, acts as an accelerator to access features and API's provided by ATSC 3.0 standard, avoiding duplicative developments of non-differentiating features and enabling the full customization of the user experience including navigation controls, branding, and other design and interactive elements.