

## MONDAY, JULY 11<sup>TH</sup>

- 8:00 a.m. **Exhibit Hall Opens & Continental Breakfast Served**  
*Sponsor: Gaian Solutions*  
*Lanyard Sponsor: D2D Technologies*
- 8:00 a.m. - 5:00 p.m. **The New Standard in NEXTGEN TV Training**  
 Gary Sgrignoli, Meintel, Sgrignoli, and Wallace  
*Lunch Sponsored by Eurofins*

## TUESDAY, JULY 12<sup>TH</sup>

- 7:30 a.m. **Exhibit Hall Opens & Continental Breakfast Served**  
*Sponsor: Gaian Solutions*  
*Lanyard Sponsor: D2D Technologies*
- 8:00 a.m. - 12:30 p.m. **The New Standard in NEXTGEN TV Training**  
 Gary Sgrignoli, Meintel, Sgrignoli, and Wallace
- 12:30 p.m. - 1:30 p.m. **Welcome Luncheon**  
*Sponsor: Eurofins*
- 1:30 p.m. - 2:00 p.m. **Opening Session**  
 ATSC  
*Broadcasting Commission - Jamaica*  
*Spectrum Management Authority*
- 2:00 p.m. - 2:15 p.m. **Housekeeping Comments**  
 Amy Lodes, ATSC
- 2:15 p.m. - 2:45 p.m. **ATSC 3.0 Overview**  
 Madeleine Noland, ATSC
- 2:45 p.m. - 3:15 p.m. **The Physical Layer: How better efficiency and flexibility benefits people**  
 Adam Goldberg, Sony, Vice Chair S33 Management and Protocols  
 Additional speaker TBA
- 3:15 p.m. - 4:00 p.m. **Networking Break & Exhibits**  
*Sponsor: Gaian Solutions*
- 4:00 p.m. - 4:30 p.m. **Transport - IP Broadcasting Enables Hybrid OTT/OTA and Datacasting**  
 Dr. Youngkwon Lim, Samsung, Chair S33 Management and Protocols  
 Mark Corl, Triveni Digital, Chair S38 Interactive Content
- 4:30 p.m. - 5:00 p.m. **Interactivity - Examples and Monetization Opportunities**  
 Mark Corl, Triveni Digital, Chair S38 Interactive Content  
 Raj Patel, Pearl TV
- 6:30 p.m. - 10:00 p.m. **VIP Dinner in the Ocean Ballroom**  
*Sponsor: Gaian Solutions*  
*Entertainment Sponsor: Shift2Stream*

## WEDNESDAY, JULY 13<sup>TH</sup>

- 8:30 a.m.** **Exhibit Hall Opens & Breakfast Served**  
*Sponsor: Gaian Solutions*
- 9:30 a.m. - 10:15 a.m.** **Video and Audio Improvements**  
**Alan Stein**, *InterDigital, Chair S41 Video*  
**Skip Pizzi**, *Skip Pizzi Media Consultant, Zenith/LG Electronics, ATSC Audio Test Manager*  
**Sandhi Kozsuch**, *Pearl TV*
- 10:15 a.m. - 10:45 a.m.** **Focus Session: Advanced Emergency Messaging**  
**Ed Czarnecki**, *Digital Alert Systems, Vice Chair, ATSC Advanced Emergency Information Implementation Team*  
**Niem Dang**, *Sinclair Broadcast Group*
- 10:45 a.m. - 11:30 a.m.** **Networking Break & Exhibits**  
*Sponsor: Gaian Solutions*
- 11:30 a.m. - 12:15 p.m.** **Focus Session - Distance Education**  
**Erik Langner**, *Information Equity Initiative*  
**Aby Alexander**, *Thomson Broadcast*  
**Mark O'Brien**, *SpectraRep*
- 12:15 p.m. - 2:00 p.m.** **Lunch and Networking Break**  
*Sponsor: Eurofins*
- 2:00 p.m. - 3:00 p.m.** **Global Deployment Update**  
**Aldo Cugini**, *AGC Systems, Technical Advisor BCJ, Chair ATSC Expert Group on ITU*  
**Skip Pizzi**, *Skip Pizzi Media Consultant, Zenith/LG Electronics, Chair Brazil Implementation Team*  
**Alan Stein**, *InterDigital, Chair ATSC Planning Team 6 on Global Recognition of ATSC 3.0*  
**Mark Corl**, *Triveni Digital, Chair ATSC India Implementation Team*
- 3:00 p.m. - 3:45 p.m.** **Networking Break & Exhibits**  
*Sponsor: Gaian Solutions*
- 3:45 p.m. - 4:45 p.m.** **Consumer Availability of TVs, Devices, and More**  
**Bob Campbell**, *Eurofins, Chair ATSC Conformance Implementation Team*  
**Sandhi Kozsuch**, *Pearl TV*  
**Adam Goldberg**, *Sony*  
**Skip Pizzi**, *Skip Pizzi Media Consultant, Zenith/LG Electronics, Chair Brazil Implementation Team*  
**Dr. Youngkwon Lim**, *Samsung*
- 4:45 p.m. - 5:00 p.m.** **Day 2 Wrap-Up**  
**Madeleine Noland**, *ATSC*
- 5:00pm - 6:00pm** **Networking Reception in the Exhibit Area**  
*Sponsor: Dielectric*

## THURSDAY, JULY 14<sup>TH</sup>

- 8:00 a.m. **Exhibit Hall Opens & Breakfast Served**  
*Sponsor: Gaian Solutions*
- 9:00 a.m. - 11:00 a.m. **Bringing It All Together and The Way Forward**  
ATSC  
*Broadcasting Commission - Jamaica*  
*DSO Project Team*  
*Spectrum Management Authority*  
*Television Broadcasters*
- 11:00 a.m. - 1:00 p.m. **Closing Luncheon**  
*Sponsor: Eurofins*