



NEWS

For Immediate Release

ATSC ANNOUNCES DATES AND LOCATION FOR ATSC 3.0 SEMINAR AND BOOTCAMP IN JAMAICA

June 21, 2022 (Washington, D.C.) – Today, the Advanced Television Systems Committee (ATSC) announced the dates for an upcoming ATSC 3.0 Jamaica Training and Bootcamp. The event will take place July 11-14, 2022, at the Ocean Coral Springs Resort and Conference Center in Trelawny.

ATSC is collaborating with the Jamaica DSO Regulatory and Technical Committee, Broadcasting Commission of Jamaica (BCJ), and the Spectrum Management Authority (SMA), to produce the event.

"ATSC is excited that Jamaica has selected ATSC 3.0 for its transition to a digital television transmission (DTT) system and joins the growing number of countries deploying ATSC 3.0 technologies across the globe," said Madeleine Noland, ATSC President. "I am thrilled to be joining regulatory officials, broadcasters, and our members in bringing this educational event to Jamaica."

The first day and a half of the event will be an in-depth technical workshop intended for station engineers who are getting ready to launch ATSC 3.0. The remaining two-and-a-half days will provide attendees with an overview of ATSC 3.0 technology and the opportunities it can facilitate for the benefit of the Jamaican people. The seminar is for a broad audience of regulators, engineers, station managers, and government authorities.

"Jamaica now joins South Korea and the USA in pioneering the deployment of ATSC 3.0 ("Next Generation TV"), the world's latest and most advanced television transmission standard," said Cordel Green, Executive Director of the Broadcasting Commission of Jamaica and Chairman of the Digital Switch Over (DSO) Regulatory and Technical Committee.

Mr. Green further remarked, "There is much work yet to be done and this Bootcamp and Seminar will help television broadcasters and other stakeholders with planning to make a success of this project. The Broadcasting Commission has also strengthened Jamaica's implementation capacity by bringing on board two seasoned professionals. Mr. Trevor Libert, Project Manager, is a certified professional with over thirty (30) years' experience developing and managing large-scale integrated projects for ministries, departments, and agencies as well as financial institutions. He is joined by Mr. Aldo Cugnini, ATSC 3.0 Technical Advisor, an internationally established Advanced Television Systems Committee expert."

“It has been a long time coming, but change is on the horizon – we are future-proofing for generations and opening pathways for innovation towards becoming the example of that digital society in the region,” said Dr. Maria Myers Hamilton, Managing Director of the Spectrum Management Authority and Member of the DSO Regulatory and Technical Committee, Jamaica.

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About ATSC

The Advanced Television Systems Committee, Inc., is an international, non-profit organization developing voluntary standards for digital television. The ATSC’s 130-plus member organizations represent the broadcast, broadcast equipment, motion picture, consumer electronics, computer, cable, satellite, and semiconductor industries. We are defining the future of television with the ATSC 3.0 next-generation broadcast standard.

About Digital Television Switch Over (DSO) Jamaica

After more than a decade of research, debate and consultations, in May, 2020, Cabinet gave approval for, among other things, the commencement of the Digital Switchover in 2022, with the ATSC 3.0 standard. When the transition is complete, analogue television transmission will cease as stations in Jamaica broadcast on new digital platforms, offering a richer, more enhanced media experience, new domestic commercial services, and better technical quality. There will also be opportunities for Jamaicans to shift seamlessly from television sets to mobile, portable and pocket equipment, in line with next generation network (NGN) technologies. To receive the ATSC 3.0 (Next Generation TV) channels, Jamaicans will need to purchase ATSC 3.0 televisions or continue to use existing televisions with a set top box. A comprehensive communications campaign will be launched to keep the public informed about digital television switchover in Jamaica.

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