

## **MAJOR BROADCASTERS LAUNCH NEXTGEN TV ON FIVE LOCAL TELEVISION STATIONS IN BUFFALO, NEW YORK**

### ***WKBW, WGRZ, WUTV, WIVB-TV, and WNYO-TV Begin Broadcasting with New Technology***

**Buffalo, NY– March 18, 2021** – The future of television arrived today in Buffalo, New York, as five leading local television stations, including WKBW (ABC), WGRZ (NBC), WUTV (FOX), WIVB-TV (CBS), and WNYO-TV (MyNet), became the latest in the nation to begin broadcasting with NEXTGEN TV, a revolutionary new digital broadcast technology.

Based on the same fundamental technology as the Internet, digital applications, and other web services, NEXTGEN TV can support a wide range of features that are currently in development and are designed to enable viewers to immerse themselves in stunning video with brilliant color, sharper images and deeper contrast. NEXTGEN TV’s evolution will create a whole new dimension to TV viewing, with brilliant video and new Voice+ dialogue enhancement. Viewers will feel the power of movie theater-quality sound, delivering every voice clearly and offering consistent volume across channels. NEXTGEN TV will also be enhanced with Internet content, providing a wealth of additional information so that viewers can get the most value out of live sports, live news, and live events in real time. It will also offer new and improved ways for broadcasters to reach viewers with advanced emergency alerts.

Powered by ATSC 3.0, NEXTGEN TV is the most significant broadcast technology upgrade ever. Today’s launch in Buffalo is one of the first in the country for NEXTGEN TV and follows a decade of development of the new technology and months of planning and preparation by the local stations. BitPath, which is developing new broadcasting services, led the planning process and coordinated efforts across the five television stations.

The participating stations have worked together to ensure that current programming remains available to all viewers, regardless of whether their television service is provided over-the air or by a cable or satellite company. Antenna viewers can simply rescan their TV sets to ensure full service. Rescan instructions are available at: [fcc.gov/rescan](http://fcc.gov/rescan) and <http://mytvbuffalo.com/entertainment/wnyo-rescan-for-atsc-30-conversion>. Cable and satellite subscribers do not need to take any action.

### **About WKBW - Scripps**

WKBW is part of [The E.W. Scripps Company](#) (NASDAQ: SSP), a diversified media company focused on creating a better-informed world. As the nation’s fourth-largest local TV broadcaster, Scripps serves communities with quality, objective local journalism and operates a portfolio of 61 stations in 41 markets. The Scripps Networks reach nearly every American through the national news outlets Court TV and Newsy and popular entertainment brands ION, Bounce, Grit, Laff and Court TV Mystery. Scripps is the nation’s largest holder of broadcast spectrum. Scripps runs an award-winning investigative reporting newsroom in Washington, D.C., and is the longtime steward of the Scripps National Spelling Bee. Founded in 1878, Scripps has held for decades to the motto, “Give light and the people will find their own way.”

## **About WGRZ – TEGNA**

WGRZ is a leading television station and multiplatform news organization in Buffalo, NY, affiliated with NBC. The *2 on Your Side* team's mission is to inform and to advocate for the people of Western New York and Northern Pennsylvania, while also celebrating the great things happening across our communities. WGRZ is owned by TEGNA Inc. (NYSE: TGNA), an innovative media company that owns and operates 64 television stations in 51 U.S. markets. To learn more about WGRZ please visit [www.wgrz.com](http://www.wgrz.com).

## **About WUTV and WNYO-TV - Sinclair**

WUTV and WNYO-TV are leading Buffalo, NY television stations owned and operated by Sinclair Broadcast Group, Inc. (NASDAQ: SBGI), a diversified media company and leading provider of local sports and news. WUTV is affiliated with the Fox network and WNYO-TV is affiliated with the MyNet network. Sinclair owns and/or operates 21 regional sports network brands; owns, operates and/or provides services to 186 television stations in 87 markets; is a leading local news provider in the country; owns multiple national networks; and has TV stations affiliated with all the major broadcast networks. For more information, please visit <http://wutv29.com/>, <http://mytvbuffalo.com/>, and [sbgi.net](http://sbgi.net).

## **About WIVB-TV– Nexstar**

WIVB-TV is a leading television station in Buffalo, NY, owned and operated by Nexstar Inc., a wholly owned subsidiary of Nexstar Media Group (NASDAQ: NXST). Nexstar is the nation's largest operator of local television stations and a leading diversified media company that leverages localism to bring new services and value to consumers and advertisers through its broadcasting, digital and mobile media platforms. WIVB-TV is affiliated with the CBS network. For more information, please see [www.wivb.com](http://www.wivb.com).

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