



4845 Pearl East Cir. Ste. 101  
Boulder, CO 80301  
publicmedia.co

T 720.304.7274  
F 720.565.6692  
info@publicmedia.co

Contact: Terri Olsen  
[terri@publicmedia.co](mailto:terri@publicmedia.co)

**Under embargo until**  
September 14, 2017

**Public Media Company Announces Public Media Venture Group, a coalition of public television stations focused on Next Generation TV**

**Boulder, Colo.— (September 14, 2017)** Public Media Company announces the launch of the Public Media Venture Group, a coalition of public media television stations serving over 150 million Americans. Public Media Venture Group member stations are committed to working together and investing collaboratively in “Next Generation TV” for the benefit of the American people.

Public Media Company will help Public Media Venture Group members plan an effective conversion to Next Generation TV (aka ATSC 3.0), build and develop new Next Generation operating models to expand local public service, and increase and diversify station revenue to support this expanded service.

Public Media Company will work with Public Media Venture Group members to explore revenue-generating joint ventures and partnerships, which will fund new streams of content and drive new public service capabilities. These collaborative efforts will focus on expanded educational services, emergency communications, increased program streams, local content and interactive television. Public Media Company will also help Public Media Venture Group stations coordinate activities with other commercial and public companies engaged in Next Generation TV. Areas of potential collaboration with commercial groups include the establishment of single frequency network facilities and maintenance of ATSC 1.0 service.

“Stations participating in the Public Media Venture Group believe that Next Gen TV is just as exciting for public television stations as it is for commercial television. The new system offers public television stations the opportunity to create innovative and exciting new public services, to improve operations, save costs, generate new revenue, and invest more money in content

and services that will better serve local communities,” said Marc Hand, CEO, Public Media Company and leader of the Public Media Venture Group.

Public Media Venture Group member stations cover urban and rural areas and include some state networks and stations connected to major educational institutions. The group will be supported by some of the foremost experts in broadcast engineering, organizational management and financial planning. The Public Media Venture Group will seek out partners and investors that can leverage the unique assets that public television will bring to Next Generation TV, such as its national footprint, community service focus, and its member-supported programming model.

To learn more about the Public Media Venture Group and Next Generation Television, visit the ATSC 3.0 Resource Center on the Public Media Company web site (<http://publicmedia.co/atsc>). Questions or comments for the Public Media Venture Group? Email [info@publicmedia.co](mailto:info@publicmedia.co).

### **About Public Media Company**

Public Media Company is a national non-profit strategic consulting company that fosters public media growth. Founded in 2001 as a 501(c)3 for the purpose of strengthening and expanding public broadcasting services in communities nationwide, Public Media Company has advised more than 300 public television and radio stations and organizations on business plans, acquisitions, and other initiatives that drive innovative, sustainable public media growth.

In 2014, Public Media Company broadened its mission to include the execution of collaborative partnerships like VuHaus (a music video site run in partnership with 17 public radio stations) and Channel X, a b2b content exchange for sharing and licensing public media news and programming for broadcast and digital delivery.

For more information on Public Media Company, please visit [publicmedia.co](http://publicmedia.co).

## **Stations in the Public Media Ventures Group**

- Alabama Public Television, Alabama
- Iowa Public Television, Iowa
- KCET, California
- KVIE, California
- Mississippi Public Broadcasting, Mississippi
- Nebraska Network, Nebraska
- Nine Network of Public Media, Missouri
- Rocky Mountain PBS, Colorado
- UNC-TV, North Carolina
- Utah Education Network, Utah
- Vegas PBS, Nevada
- WCTE, Tennessee
- WFYI, Indiana
- WGBH, Massachusetts
- WJCT, Florida
- WNET, New York
- WOSU, Ohio
- WTTW, Illinois