



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

T 720.304.7274  
F 720.565.6692  
info@publicmedia.co

## **PUBLIC MEDIA COMPANY ANNOUNCES STRATEGIC PARTNERSHIP WITH TRIVENI DIGITAL TO DEVELOP ATSC 3.0 SOLUTIONS SERVING PUBLIC TELEVISION**

Boulder, Colo. (April 4) -- Public Media Company (PMC) announced plans to pursue a strategic partnership with Triveni Digital, a leading broadcast technology equipment and consulting firm, to assist the Public Media Venture Group in developing a suite of services to expand the capacity of public television stations to better serve communities using the capabilities of Next Gen TV (ATSC 3.0) and other new technologies.

This strategic partnership will enable public television to partner with a highly regarded technology company to work directly on systems and software that address the unique needs of public broadcasting.

In reflecting on the potential partnership, Marc Hand, Public Media Company CEO said, “We are forging a self-reliant path for public television stations who want to explore public service and business opportunities built on Next Generation TV. There’s a whole host of opportunities and requirements for public television, like membership data gathering and educational services, that we hope to pursue with a strategic alignment with Triveni Digital.”

Public Media Company and the Public Media Venture group will work with Triveni Digital to define a structure and the resources needed for Triveni Digital to identify, develop, test and deploy equipment and technologies that provide public media with a range of tools needed to fully leverage the Next Gen Media/ATSC 3.0 platform. This structure will provide the stations participating in the Public Media Venture Group with access to early testing and use of equipment and technologies developed in this joint venture with Triveni Digital. Public Media Company intends to pursue outside investment funding for this proposed joint venture with the goal of generating a financial return for the outside investors, the Public Media Venture Group stations and Public Media Company.

“Triveni Digital is excited to work with Public Media Company to develop business models and secure funding which will accelerate the benefits of ATSC 3.0 applied to the unique needs and mission of public television,” said Mark Simpson, CEO of Triveni Digital. “Public television covers

98 percent of the U.S. population, and with the advent of Next Gen TV, there is tremendous opportunity around mission-based public service applications, such as emergency alerting, education applications, or enhanced media content. Given our long history of developing innovative solutions and applications in partnership with leading public television stations, and our leading role in the development of ATSC 3.0, we are particularly excited about the opportunity for addressing their needs and opportunities made possible by the new technology, and helping to enhance the public benefits of their services. A key goal of the partnership is to accelerate development of a software tool kit to support innovation within public television.”

###

### About Public Media Company

Public Media Company is a nonprofit strategic consulting firm that drives innovative and sustainable local growth in communities across the U.S. Over the past 17 years, Public Media Company has worked with more than 300 public media organizations in 49 states, facilitating more than \$338 million in public media station acquisitions, impacting 80 million people, or 1-in-5 Americans. Public Media Company worked with a number of public television stations on the spectrum auction, and launched and managed the innovative content-sharing and discovery platforms Channel X and VuHaus. The Public Media Venture Group is Public Media Company’s latest entrepreneurial effort that seeks to strengthen local public media stations and the communities they serve.

### Follow Public Media Company

Facebook: <https://www.facebook.com/publicmediacompany/>

Twitter: <https://twitter.com/publicmediaco>

LinkedIn: <https://www.linkedin.com/company/557082/>

### About Triveni Digital

For 21 years, Triveni Digital has been developing systems that enable television service providers and broadcasters to deploy enhanced programs and services to their viewers. Triveni Digital’s products for program guides and metadata management, data broadcasting, and service quality assurance are renowned for their ease of use and innovative features. Working with leading industry partners, Triveni Digital employs an open and standards-compliant approach to the digital television market. More information is available at [www.TriveniDigital.com](http://www.TriveniDigital.com).

**Note to Editors:** *When referring to Triveni Digital, please use the complete company name, "Triveni Digital." Product and company names mentioned herein are the trademarks or registered trademarks of their respective owners.*

**Follow Triveni Digital:**

Facebook: <https://www.facebook.com/pages/Triveni-Digital/137957436263401>

Twitter: <https://twitter.com/TriveniDigital>

LinkedIn: <http://www.linkedin.com/company/32484?trk=tyah>

**MEDIA CONTACT:**

Steve Holmes

[steve@publicmedia.co](mailto:steve@publicmedia.co)

720-304-7274