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The issue:

Broadcasters are focused on the future of television and are already serving over 75% of the country with NEXTGEN TV. As television stations continue to invest in the future of television to benefit viewers, **the Federal Communications Commission (FCC) should act now to ensure a clear, nationwide path to completing the transition so viewers can fully benefit from NEXTGEN TV's many improvements.**

Here's why:

The next generation of broadcast television technology can deliver stunning pictures, immersive and customizable audio, improved reception and lifesaving advanced emergency alerting, including geo-targeted alerts with rich information such as maps and video instructions, even when broadband networks are down.

- Because the new technology combines the best features of broadcast television and broadband, **NEXTGEN TV allows local stations to better personalize their broadcasts** with information and interactive features to give viewers the most relevant content.
- **One in four U.S. households report using an antenna to watch TV in their homes.** By upgrading to NEXTGEN TV, stations will be able to provide these viewers with the same or better experience they get through a pay-tv service, **with no monthly fee.** Delivered over the public airwaves, broadcast television remains free, local and dependable, particularly during disasters when other networks are congested or unavailable.
- NEXTGEN TV **supports enhanced mobile reception**, so viewers can access unlimited live local and national news, the most popular sports and entertainment programs and children's shows on mobile devices over the air without having to rely on cellular data services. That means viewers won't run through their data cap.
- The NEXTGEN TV standard also unlocks datacasting capabilities, which can be used for more than just delivering linear video and audio to viewers. Applications include distance learning, emergency management, updating software in cars, digital signage and more.
- One especially promising datacasting use case is a complementary positioning, navigation, and timing (PNT) system known as Broadcast Positioning System (BPS), **enhancing our national and economic security and critical infrastructure resilience by providing timing backup independent of GPS.**

In 2017, the FCC voted to allow broadcasters to use the NEXTGEN TV standard on a voluntary basis.

- Since then, stations deploying NEXTGEN TV are continuing to broadcast in the current standard so that viewers with older TVs can still access the station's signal.



Next Generation TV is on the Horizon

- Broadcasters have launched NEXTGEN TV in **more than 75 markets**, with further deployments rolling out in 2026 and beyond.
- Viewers are now able to experience stunning high-dynamic range video and immersive audio on an increasing variety of content, including major live sporting events.
- New interactive features give viewers easy access to local news and the ability to “start over” live programming.
- And yet, without a clear roadmap for completing this transition, the voluntary approach is reaching its limits. Viewers, manufacturers, MVPDs and even broadcasters face uncertainty.

In 2023, the FCC launched the Future of TV Initiative, bringing together stakeholders from broadcasting, the consumer electronics industry, and public interest and consumer groups, to generate a road map for the NEXTGEN TV transition.

In February 2025, NAB filed a petition with the FCC urging the agency to establish a clear, industry-wide and nationwide transition plan for the full deployment of NEXTGEN TV and remove regulatory barriers that could slow progress.

In October 2025, the FCC adopted a Fifth Further Notice of Proposed Rulemaking to advance the transition and seek comment on key steps to bring NEXTGEN TV to consumers nationwide. The comment cycle has now closed, and NAB continues to urge the Commission to act expeditiously to adopt a coordinated, date-certain framework that will allow viewers to fully benefit from NEXTGEN TV’s enhanced capabilities. This includes modernizing the FCC’s television receiver standards to ensure that viewers who purchase televisions will be able to continue to access free, over-the-air television as the transition unfolds.

The bottom line:

As broadcasters move to unleash the next generation of free broadcast television service, Congress and the FCC should continue supporting its quick rollout and enable stations to provide the absolute best services for broadcast viewers. To learn more about the next generation of television, visit nab.org/NextGen.