# Major US station groups launch joint venture EdgeBeam Wireless



In a significant move, four of the United States' largest station groups have formed a joint venture aimed at revolutionising wireless data transmission across various sectors. The new entity, named EdgeBeam Wireless, comprises E.W. Scripps Co., Gray Media, Nexstar Media Group, and Sinclair. The partnership is designed to leverage ATSC 3.0 technology to create robust, reliable, and secure data delivery services for businesses and industries on a national scale.

The announcement was made public by the involved companies, with Scripps President and CEO Adam Symson stating, “The launch of EdgeBeam Wireless is the culmination of many years of technological advancement, market development and, importantly, recognition by government regulators of the expanded services local broadcasters can provide through ATSC 3.0 technology.” Symson indicated that this development not only marks the creation of a new company but also represents the potential to serve local communities and a range of industries with efficient data transmission services across the country.

EdgeBeam Wireless will utilise the inherent capabilities of ATSC 3.0, which is an internet protocol-based broadcasting method. This technology enables a one-to-many broadcasting model, making it particularly effective for industries that require real-time data transmission to multiple customers simultaneously. The venture aims to serve a variety of sectors, including civilian, military, and industrial applications.

Hilton Howell, Executive Chairman and CEO of Gray Media, highlighted the increasing adoption of ATSC 3.0 receivers in television sets, remarking, “Gray Media is eager to join EdgeBeam Wireless to expand the user base for our broadcast signals to a new category of businesses.” Howell further expressed enthusiasm about promoting wider deployment of receiver chips in handheld devices and vehicles.

Among the applications for the technology are automotive services, where EdgeBeam could facilitate software updates, infotainment functionality, precision navigation, and enhanced safety features. An internal assessment by EdgeBeam estimated the annual value of automotive connectivity services to be approximately $3.7 billion.

Additionally, EdgeBeam anticipates improving content delivery networks (CDNs), enhancing the streaming experience by eliminating buffering and lag, particularly during major live events such as sports. The potential market for CDN services is projected at around $3.65 billion per year.

In the realm of GPS services, the new technology promises to raise location accuracy from several meters down to mere centimetres, which EdgeBeam estimates represents a $220 million annual market opportunity.

Perry Sook, Nexstar's Chairman and CEO, expressed optimism regarding this collaboration, stating, “Our long-held belief is that the transmission of high-speed data via our broadcast infrastructure represents a new way forward for the broadcast industry and a new stream of potentially significant revenue.”

Furthermore, the coordination of the spectrum footprints from Scripps, Gray, Nexstar, and Sinclair enables EdgeBeam to achieve national coverage that individual broadcasters would struggle to provide. The venture plans to partner with additional broadcasters to further enhance its service capabilities.

Sinclair's President and CEO Chris Ripley described EdgeBeam as a “groundbreaking development for the broadcast industry,” indicating it would also benefit the broader wireless ecosystem by alleviating data congestion and offering competitive pricing for expansive data distribution.

Financial specifics regarding the cooperation have not been disclosed. Information regarding the developments and future plans of EdgeBeam Wireless will be available on the respective websites of the participating companies.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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