astrotv next

Ready for the revolution of TV 3.0 & NextGenTV

STACK MADE FOR
ATSC 3.0
& Brazilian DTV+

DYNAMIC
AD INSERTION

AUDIENCE
MEASUREMENT

BROADCAST & BROADBAND
HYBRID TV

TV TUNER
INTEGRATION

FULL BROWSER &
INTERACTIVE SERVICES

_D**TV+**_

ATSC 3.0
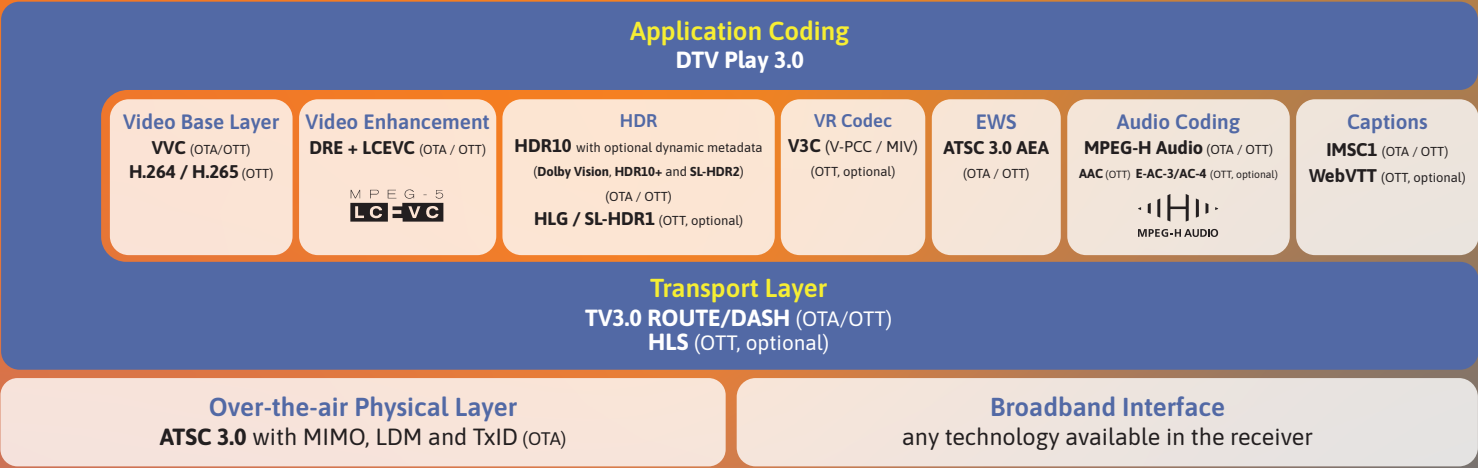MEMBER

Key Features of AstroTV NEXT

AstroTV NEXT is Mirakulo's most advanced digital TV platform, fully compatible with **DTV+** (TV 3.0) and **NextGenTV** (ATSC 3.0).

It delivers an interactive and seamless experience by combining broadcast and broadband — unlocking new possibilities for broadcasters, advertisers, and device manufacturers.

- Hybrid **Broadcast + Broadband** Experience
- **DAI (Dynamic Ad Insertion)** - Targeted Advertising
- **HTML5** Browser
- **Audience** Data Collection
- Integration with the **TV Tuner**
- Ready for **4K Video & Immersive Audio**

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Technological innovations of TV 3.0

Application Coding
DTV Play 3.0

Video Base Layer	Video Enhancement	HDR	VR Codec	EWS	Audio Coding	Captions
VVC (OTA/OTT) **H.264 / H.265** (OTT)	**DRE + LCEVC** (OTA / OTT) **MPEG-5 LC-VC**	**HDR10** with optional dynamic metadata (**Dolby Vision**, **HDR10+** and **SL-HDR2**) (OTA / OTT) **HLG / SL-HDR1** (OTT, optional)	**V3C** (V-PCC / MIV) (OTT, optional)	**ATSC 3.0 AEA** (OTA / OTT)	**MPEG-H Audio** (OTA / OTT) **AAC** (OTT) **E-AC-3/AC-4** (OTT, optional) **MPEG-H AUDIO**	**IMSC1** (OTA / OTT) **WebVTT** (OTT, optional)

Transport Layer
TV3.0 ROUTE/DASH (OTA/OTT)
HLS (OTT, optional)

Over-the-air Physical Layer	Broadband Interface
ATSC 3.0 with MIMO, LDM and TxID (OTA)	any technology available in the receiver

● part of AstroTV NEXT

TV 3.0 is here — and it's **app-based**!

With **AstroTV NEXT**, free-to-air channels become interactive apps, making it easier to discover and enjoy your favorite content.

User profiles allows each household member to access personalized recommendations and keep their preferences saved even after the TV is turned off.

AstroTV NEXT combines broadcaster apps with essential Live TV features like TV Guide, Content Search, Settings and more — delivering a complete and intuitive viewing experience.

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astrotv next | Partnerships | **Fraunhofer** IIS | **V-NOVA**

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