

Brad Deutsch Comments on the Need for ATSC 3.0 Must-Carry Rules in *Current*

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Brad was quoted in *Current* discussing the importance of the FCC instituting must-carry rules for ATSC 3.0, the new transmission technology that, in November 2017, the FCC authorized broadcasters to begin using on a voluntary basis. Without a change in the current rules, Brad notes, pubcasters would unlikely transition to the new technology, possibly leading to significant delays in ATSC 3.0's widespread adoption.

GSB client Public Media Company, who is currently working with public TV stations on business planning for ATSC 3.0, submitted a proposal to the FCC in February requesting for the rule change that would require cable and TV operators to carry signals of pubcasters who drop the current transmission technology in favor of ATSC 3.0 -- also known as flash cutting.

Read the full article in [Current](#).