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Simplifying NEXTGEN TV Operations With Triveni Digital

2024 NAB Show Product of the Year

Triveni Digital's Station Manager is gaining strong market momentum for simplifying NEXTGEN TV operations. We spoke with Mark Simpson, President of Triveni Digital, to learn more about how broadcasters are using Station Manager and what you can expect to see at NAB Show New York.

[Triveni Digital in booth 1219](#)



Tell me about Triveni Digital Station Manager. What challenges is it intended to solve?

Our Station Manager is the industry's first management system that provides a single interface for configuration, control, and monitoring of ATSC 3.0, ATSC 1.0, and virtual channels broadcast chains, simplifying NEXTGEN TV operations. One of the biggest challenges for broadcasters in the ATSC 3.0 era is the complexity of managing NEXTGEN TV services. The Station Manager saves broadcasters significant time by eliminating the need to separately and manually configure and manage NEXTGEN TV equipment. The system can manage fully redundant chains, ensuring flawless delivery of ATSC 3.0 services. The Station Manager also provides control and health monitoring for ATSC 1.0 broadcast environments. Through the integration with our StreamScope product family, the industry's most widely deployed analysis and monitoring product line, sophisticated "eyes and ears" are part of the comprehensive management solution.

What kind of feedback have you heard from customers?

Station Manager is intended to making operations easier for broadcasters. Our customers love how Station Manager

allows them to centralize ATSC 3.0, ATSC 1.0, and virtual channel workflows. This allows for greater control over the broadcast chain and saves time on critical tasks. Capitol Broadcasting Company — owner and operator of WRAL-TV, WRAZ-TV, WILM-TV, and WNGT-TV in North Carolina — is a great example of a leading broadcaster that plans to use Station Manager to simplify the operation and delivery of NEXTGEN TV and ATSC 1.0 services.

How do you see Station Manager fitting into the market?

Station Manager is precisely what broadcasters need to simplify their NEXTGEN TV operations. It offers a single, easy-to-use interface for controlling Triveni Digital and third-party ATSC 3.0, ATSC 1.0, and virtual channel solutions. Station Manager has already gained considerable momentum in the marketplace. Heartland Video Systems, a trusted broadcast systems integrator involved in a significant percentage of ATSC 3.0 deployments, is supporting the new Station Manager, as are our broadcast customers.

Will NAB Show New York attendees be able to see a demo of Station Manager in person? If yes, what will they learn from that experience?

We're excited to showcase the Station Manager at NAB Show New York. During a demo at our booth, broadcasters can see how Station Manager simplifies NEXTGEN TV operations, offering control over every step of the workflow, including encoding, ROUTE/MMTP server, gateway, statmux, usage metering, delivery, and service availability. We value these interactions, since the perspectives we hear help us ensure that our roadmap is responsive to customers' operational needs.

What else should readers know?

The Station Manager is available in both cloud and on-premises deployment options.

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