

EXHIBIT TO APPLICATION FOR REVERSION FROM ATSC 3.0 to ATSC 1.0

This application requests a reversion of KVTX-LD's authorization from ATSC 3.0 to ATSC 1.0. Due to the limited demand for ATSC 3.0 service in the licensee's service area and the unanticipated termination of Licensee's business relationship with its outside vendor for ATSC 3.0 programming and services late last year, ATSC 3.0 authority is not requested at this time for the station. While Licensee was granted authority to commence ATSC 3.0 operations on September 26, 2023, despite diligent efforts, Licensee has been unable to commence such operations. After the conversion application was filed, Licensee's outside supplier of programming and services began to express concerns that for business reasons, it may not be moving forward with efforts to bring ATSC 3.0 transmissions to the station. Those concerns became reality, when the supplier ultimately ceased operations and announced that they were going out of business at the end of the year. Licensee has evaluated various alternatives to bring ATSC 3.0 transmissions to the station, but none appear to be economical or appropriate under these circumstances.

Accordingly, pursuant to Section 74.782 of the Commission's rules, this application proposes authorization only for transmissions in the ATSC 1.0 format, with no ATSC 3.0 simulcasting on any other station. Other than the change in ATSC signal format, the station is operating in accordance with its authorized technical parameters, and no change is proposed to the channel or any of the authorized licensed technical parameters for the station, so there would be no loss of geographic service or viewers. Licensee therefore requests expedited processing.