

# ONE Media announced Advanced SoC for next generation TV for Mobile and Broadcast Applications

ONE Media 3.0, LLC, a subsidiary of Sinclair Broadcast Group, (NASDAQ: SBGI) and Saankhya Labs in collaboration with VeriSilicon and Samsung Foundry announced the successful launch of the world's most advanced multi-standard demodulator System-on-a-Chip (SoC) supporting the ATSC 3.0 standard. The universal demodulator chip is based on Saankhya's patented Software Defined Radio platform and supports 12 DTV standards including ATSC 3.0, DVB-T2, ISDB-T, and satellite and cable standards for TV, set-top boxes, home gateways as well for automotive and mobile applications.

ONE Media announced two different chip-sets

- A Demod-only variant – SL3000 – is designed for Linear TV applications such as reception in HDTV sets, Set-top Boxes (STB) and home gateways.
- A Demod-plus Tuner variant – SL4000 – is designed for mobile and portable devices, making it the world's first mobile ready ATSC 3.0 chip. The mobile device variant of the chip is targeted to accelerate the adoption of ATSC 3.0 standard across the markets with Direct-To-Mobile TV capabilities and Broadcast/Broadband convergence solutions. These have the very real potential to disrupt the mobile broadband and broadcast industries.

Reference: <https://saankhyalabs.com/wp-content/uploads/2019/02/Advanced-ATSC-Chip-Press-Release-FINAL.pdf>

I am curious how that chipset supports NRT(Non-Real Time) data for personalized A/V data - it may just bypass the received data to the application, and the application may handle various use cases in different algorithms.

- In case of Personalized content replacement on live TV, there will be some delays while switching media sources, and it could cause bad user experiences by abnormal A/V synchronization between the original and personalized stream.