



## One World Trade Center launches NEXTGEN TV, elevating over-the-air broadcast quality and access

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Manhattan, NY According to The Durst Organization, a historic milestone in the world of New York City television broadcasting has been reached, as NEXTGEN TV, also known as ATSC 3.0., has officially launched at One World Trade Center. One World Trade Center is the first and only broadcasting facility in New York to launch NEXTGEN TV.

This significant development marks a transformative moment in over-the-air broadcasting, as this world-renowned tower delivers a powerful television experience to the more than 8.4 million residents in the New York City area. According to Nielsen, 15.2% of U.S. homes use only over-the-air for viewing content.

“The Durst Organization is committed to the success of our tenants and partners. As long-term owners, we continually invest in our properties to offer the latest technologies and services,” said Jody Durst, president of The Durst Organization. “As the tallest building in Manhattan, One World Trade Center has become a beacon of innovation in the world of television.”

“NEXTGEN TV is the future of over-the-air transmission and we are delighted that One World Trade Center can help the more than one million viewers in the New York City area enjoy a host of exciting new features and an enhanced viewing experience like never before,” said Marc Musgrove, director of broadcast communications at The Durst Organization.

NEXTGEN TV at One World Trade Center brings with it a multitude of benefits, including:

- Improved over-the-air coverage: With ATSC 3.0, the tower at One World Trade Center can provide more reliable and high-quality over-the-air TV coverage across the vast New York City area.
- Immersive picture quality: NEXTGEN TV enables stunning 4K HDR picture quality that rivals the visual experience of movie theaters.
- Enhanced sound: Viewers can enjoy immersive surround sound, delivering audio quality that elevates the way we watch television.
- Cutting-edge interactivity: The new standard allows for increased interactivity.

As the home of the first high-power ATSC 3.0 signal in the largest U.S. TV market, the introduction

of NEXTGEN TV from One World Trade Center represents a pivotal moment in the evolution of television and sets a precedent for the future of over-the-air broadcasting.

One World Trade Center is the tallest building in the Western Hemisphere and home to the city's largest community of media and tech innovators. The 3.1 million s/f LEED Gold certified skyscraper features premier office space and 360-degree, panoramic views of New York City.

One World Trade Center, which is 95% leased, incorporates the latest technologies and innovations at the cutting edge of skyscraper design and operations. Located on the 64th floor adjacent to the Sky Lobby, Well& by Durst, a full-service 25,000 s/f amenity space for the tenants of One World Trade Center and their guests. A platform for wellbeing, Well& by Durst is designed to energize, inspire, and connect guests in a healthy and productive environment.

Built by The Port Authority of New York and New Jersey and The Durst Organization in a unique public-private partnership, One World Trade Center sets a new standard of design, construction, and prestige.

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