



**Rosenberg & Estis represents The Durst Organization in One World Trade Center agreements to launch NEXTGEN TV**

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Manhattan, NY Rosenberg & Estis, P.C. served as legal counsel to The Durst Organization in a broadcast television deal.

The deal allows public television station WLIW to host the transmission of NEXTGEN TV from the 408 ft. spire that caps the 1,776 ft. One World Trade Center tower. Officially known as ATSC 3.0, NEXTGEN TV is a new over-the-air broadcast standard that improves the television viewing experience with 4K broadcasts, higher sound and video quality.

Jean Tom, of counsel with Rosenberg & Estis, represented The Durst Organization. Robert Becker and Marc Musgrove handled the negotiations in-house for The Durst Organization.

Durst completed a series of telecommunications agreements with broadcasters that will allow WLIW to act as ATSC 3.0 host from One World Trade Center and 'lighthouse' the signal for six local channels which can now broadcast NEXTGEN TV over-the-air: WCBS (2), WLIW (21), WMBQ-CD (46), WNBC (NBC 4), WNET (13), and WNJU (Telemundo 47).

"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.

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. As the tallest building in the western hemisphere, the tower offers advanced communications and technology infrastructure and unobstructed 360-degree signals to serve the tri-state region. Its state-of-the-art master antenna system emits approximately 2.2 megawatts of effective radiated power and serves multiple broadcasters, including CBS, NBC, PBS, FOX and ION Media.

Durst installed patented variable polarization technology to further boost the tower's broadcasting system in 2017 and augment its position as the nation's preeminent broadcast site to transmit NEXTGEN TV service.

To date, the Rosenberg & Estis telecommunications subspecialty team consisting of Tom and others has worked on more than 40 television and radio broadcast license agreements for The Durst Organization's One World Trade Center and One Five One West 42nd St. towers. Among other telecommunications infrastructure uses, Rosenberg & Estis negotiates agreements on behalf of building owners with telecommunications providers for various telecommunications infrastructure uses, including cell phones, television signals and fiber optic networks to provide service to tenants

at those buildings or to the general public.

“I am proud to represent The Durst Organization as it takes part in the next evolution in digital technology,” said Tom. “Negotiating these agreements with the various broadcasters to launch NEXTGEN TV in New York will enable viewers to experience enhanced television broadcasts when tuning in to those stations.”

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