CET in Cincinnati and KET-The Kentucky Network partner to deliver NEXTGEN TV

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As television stations across the U.S. continue working toward the next standard in broadcast technology, CET and KET, both PBS member stations, have announced a new partnership to share spectrum as they each launch NEXTGEN TV (ATSC 3.0) services.

Beginning June 5, CET (Cincinnati), part of Ohio's Public Media Connect, and the KET transmitter serving the Northern Kentucky area for the statewide network, will begin broadcasting NEXTGEN TV.

"We're pleased to have the opportunity to work with KET to move our signal to ATSC 3.0. We've transitioned to 3.0 in Dayton and KET has done it in Louisville, so we're able to combine our knowledge of those projects while saving time and money by combining our efforts. By simulcasting our signals to 3.0, we're able to ensure the best viewing experience for public broadcasting audiences across both of our viewing areas," said Lee Weinel, Public Media Connect CFO/COO.

"This is a terrific example of public television stations in overlap markets working together to accomplish a common goal that will ultimately be to the benefit of those we both serve," said KET Executive Director and CEO Shae Hopkins. "We hope this can serve as model for other public television stations across the nation."

Many broadcasters are partnering to ensure viewers can continue to access HD programming and the new NEXTGEN TV stations at the same time, in what is known as a "lighthouse" during the transition to the new standard. For this partnership, KET will provide ATSC 3.0 broadcasts and Public Media Connect will broadcast in ATSC 1.0.

Public Media Connect
Public Media Connect is Southwest Ohio's leading provider of education and enrichment in both living rooms and classrooms, serving more than 3 million people in the Greater Cincinnati and Dayton communities. Through PBS and local programming, innovative multimedia curriculum projects, parent workshops and professional development for teachers, Public Media Connect – CET and Think^{TV} – positively impacts our community with rich and diverse resources.

KET
KET is Kentucky's largest classroom, where learning comes to life for more than two million people each week via television, online and mobile. Learn more about Kentucky's preeminent public media organization at KET.org, on Twitter @KET and at facebook.com/KET.

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