

# Webinar Scorecard

THE FUTURE OF EMERGENCY NEWS & INFORMATION

# 96%

Believe ATSC 3.0  
is a Game Changer  
for News!

In preparation for our News Director roundtable, Sept 23, 2019, AWARN held a series of webinars designed to "level set" participants with a baseline knowledge of ATSC 3.0 Next Gen TV. This is a summary of what we learned.



Each session received  
5-Star rating!

**154** TOTAL REGISTRANTS

**82.5% Attended** → **80%** Viewed the entire Webinar = VERY high engagement rate.

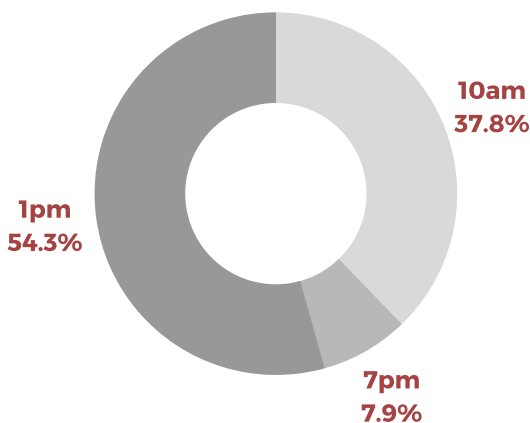
## Good Industry Mix

The audience comprised an interesting mix of industry experts representing:

- 45% News Producing Stations
- 8% Non-News Producing Stations
- 12% Mixed Stations
- 35% Trade Assoc's & Tech Co's.



Mid-Day (1pm ET) had the highest attendance



Audience understanding of ATSC 3.0 (Pre-Webinar)

