



Reaching Your Market's Antenna Viewers

Tyler the Antenna Man



About Me

- TV Antenna Hobbyist Since Age 5, Experimented with TV Antennas Growing Up
- Studied Film/Video in College
- After College, Installed Antennas for Extra Income
- Combined My Antenna Hobby & Video Production Skills to Create Antenna Man YouTube Channel



Antenna Man YouTube Channel

- Operating it full time for over five years
- Over 300,000 subscribers
- Reaches between 500,000-800,000 people each month
- Videos include antenna reviews, reception tips, news about OTA TV
- Directly help people with my antenna recommendation service
- Helped millions of people successfully cut the cord with an antenna



Latest

Popular

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Onn 150 Mile Outdoor HD TV Antenna Setup and Review

1.5M views • 5 years ago



The Top 3 Outdoor TV Antennas from an Installer

1.5M views • 5 years ago



Five TV Antennas To Avoid Buying When Cutting the Cord

1.4M views • 3 years ago



Running a Channel Scan with a TV Antenna? Avoid This Common Mistake

1.3M views • 4 years ago



Ten Ways to Improve OTA TV Reception from an Installer

1.1M views • 5 years ago



Five Star 200 mile Indoor/Outdoor Yagi HD TV Antenna Review

897K views • 3 years ago



The Best TV Antenna Signal Amplifiers from an Installer

701K views • 5 years ago



What's the Best Indoor, Outdoor, RV, or Attic TV Antenna?

617K views • 3 years ago

Antennas Re-Emerge As Legit Player In TV Business

Howard Homonoff Contributor

Insights on media disruption, business models and growth strategies

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Aug 31, 2022, 10:10am EDT



Old retro television set with rabbit ears antennae, New England (Photo by: Joe Sohm/Visions of ... [+]) UNIVERSAL IMAGES GROUP VIA GETTY IMAGES

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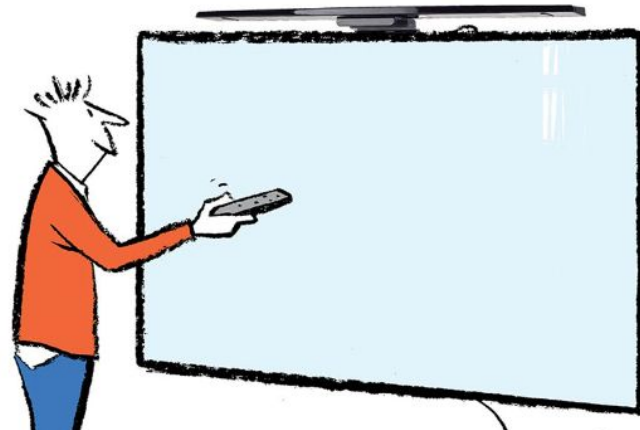
TECH | GEAR & GADGETS

Why TV Antennas Are Making a Comeback in the Streaming Age

To access local stations—for free—without paying for a cable subscription, try these updated versions of old-fashioned rabbit ears

By Jennifer Bradley Franklin

Sept. 16, 2021 3:16 pm ET



Why the Antenna is Making a Comeback

- Great Alternative to Expensive Cable & Satellite
- Provides Dozens of Free Channels in HD
- Technology like Network Tuners and DVRs Enable Easy Access to Local Channels on All Devices
- Local TV Provides a Connection to the Community Streaming Services Can't Match

The Importance of Reaching Antenna Viewers

- About 20% of Americans Use an Antenna
- Many First Time Cord Cutters Don't Pick Up All Local Channels Due to a Bad Antenna Setup
- Don't Let Your Station Lose Viewers Who Cut the Cord

\$100

\$200

Above

\$ Max

Go

Discounts

counts

Deals

on

d

Electronics Device Model Year

4

5

6

7

8

9

0

more

Screen Feature

Smart TV

Antenna Location

Indoor

Outdoor

Both



Certified

Compatible with Alexa

Business Ownership & Diversity Certifications

- Registered Small Business
- Women-Owned Business Enterprise
- Minority-Owned Small Business
- Economically Disadvantaged Woman-Owned Small Business
- Veteran-Owned Small Business
- Service Disabled Veteran Owned Small Business



Sponsored

TV Antenna - Digital Antenna for TV -TV Antenna for Smart TV and All Older TV's -Signal Booster 16.4FT Coax HDTV Cable-Support 4K 1080p Antenna TV Digital HD Indoor

\$14.98

Save 5% with coupon

FREE delivery on \$35 shipped by Amazon.

Add to cart



940+ Miles Range TV Antenna, Digital TV Antenna Indoor with Amplifier and Signal Booster, Portable HD Antenna for TV Indoor Outdoor for Smart TV and Old TVs - 36ft Coax Cable - Support 4K 1080p

★★★★☆ ~ 39

\$56.99

FREE delivery Wed, May 15

Or fastest delivery Sun, May 12

Add to cart

More Buying Choices

\$56.42 (2 used & new offers)

Best Seller



HIDB TV Antenna for Smart TV Indoor, Strong Magnetic Base Indoor TV Antenna for Easy Installation, Long Range Reception HD Antenna for TV Indoor 4k 1080P Channels-10ft Long Cables

★★★★☆ ~ 8,124

\$18.99

Save 5% on 3+ units

prime

FREE delivery Wed, May 15 on \$35 of items

shipped by Amazon

Or fastest delivery Sun, May 12

Add to cart

More Buying Choices

\$13.29 (5 used & new offers)



2024 Gesobyte Amplified HD Digital TV Antenna 650+ Miles Long Range Indoor Outdoor - Support 4K 8K 1080p Fire TV Stick & All TV's - Smart Switch Amplifier Signal Booster - 18ft HDTV Cable/AC Adapters

★★★★☆ ~ 50,163

\$29.90

A tall antenna tower with a horizontal cross-arm and several vertical elements, set against a clear blue sky. The tower is made of metal and has a wooden base. The text is overlaid on the right side of the image.

Why Antenna Viewers Don't Pick Up All Local Channels

- There's Very Little Information on Antennas
- Purchase a Junk Antenna on Amazon
- Do One of a Dozen Things to Mess Up Reception
- Think They Are Getting All Possible Channels After Purchasing a "200 Mile Antenna"

Tips for Antenna Viewers

You May Need to Rescan Your TV to Watch MeTV

At times, over-the-air viewers need to rescan to update channel reception. This can happen when new channels are launched, when television station transmission equipment changes, or at other times when television sets need revised information to receive local channels.

What is a rescan?

A rescan is an update to the television set by using the “menu” button to have the television re-tune all available signals. In many instances, if a station changes frequency, the television set needs to be instructed to “rescan” the frequencies to find any new ones now available. Specific rescan steps vary by manufacturer.

<https://www.fcc.gov/rescan> is a resource for more information, including manufacturer details.

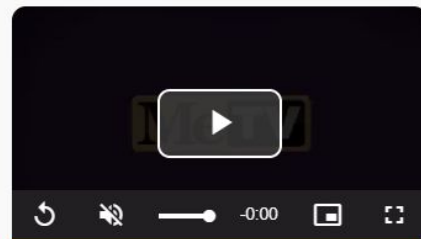
Do I need to rescan if I watch by cable or satellite?

No. This applies to over-the-air viewers only.

Does it matter what kind of television or antenna I use?

In most cases, no. Refer to the television set instructions. If MeTV is available in your area, most broadcast antennas should be able to get the signal, although performance varies depending on many factors including distance from the actual television station transmitter site, and the configuration of your home.

On MeTV



ON METV NOW:

The Waltons

EASTER STORY. AN

When Olivia is stricken with polio, John-Boy refuses to accept the doctor's prognosis that she may never walk again.

UP NEXT:

1:00PM Gunsmoke

2:00PM Bonanza

[Full Schedule >](#)

[Where to Watch >](#)

Provide Help on Station Website

- Link Reception Report Websites - FCC DTV Reception Maps and Rabbitears.info
- List Reception Tips
- Include Links to Recommended Antennas
- Provide Email or Phone Number for Support

Reception Tips

- Set Up the Antenna Near a Wall or Window - Ideally in Direction of the Broadcast Towers
- Try the Antenna in Different Locations - Use TV as Guide
- Only Run a Channel Scan if All Current Channels are Picked Up so None are Lost
- Make Sure Antenna is a Decent Model

Best TV Antennas

- Indoor: Channel Master FLATenna, ClearStream
- Small Outdoor: Televes Dinova Mix, RCA Compact Yagi, ClearStream 2V
- Medium Outdoor: Televes Ellipse Mix
- Large Outdoor: Televes LR Mix

The VHF Disadvantage

- RF Channels 2-13
- Noisy and Prone to Interference
- Doesn't Penetrate Well Through Building Material Like UHF
- Many People Don't Have a VHF Capable Antenna
- Requires an Outdoor Antenna in Some Cases



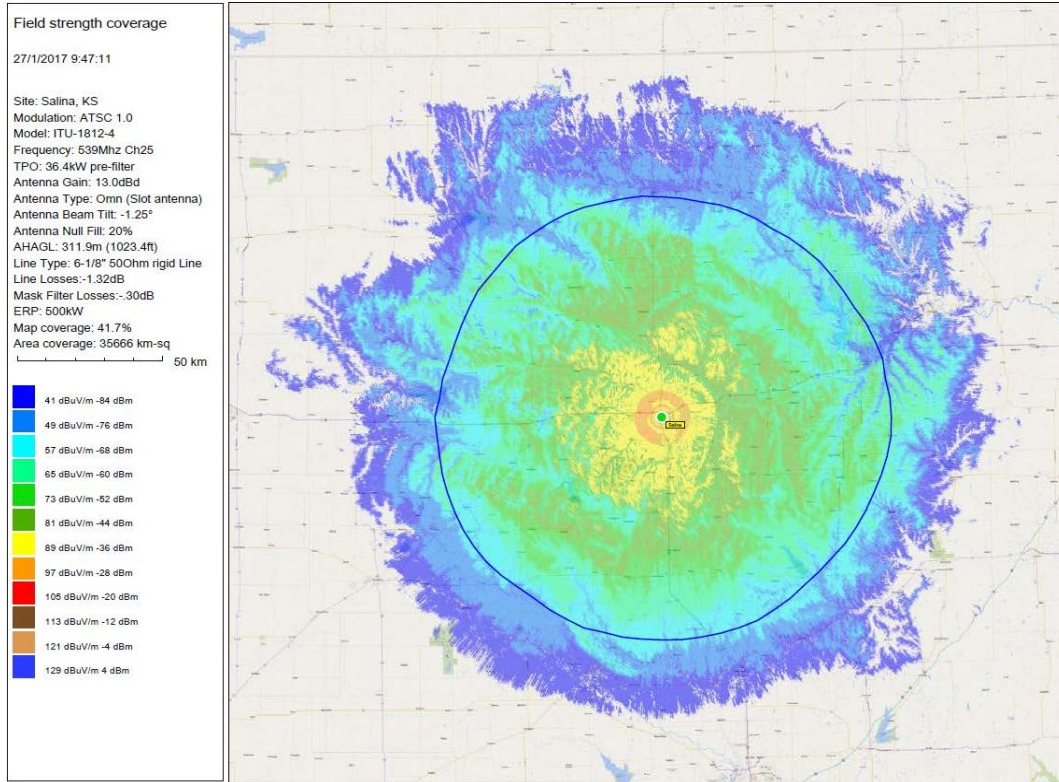
Ways To Mitigate VHF Reception Issues

- Apply for Power Increase with the FCC
- Might Require a Mutual Interference Agreement
- Simulcast on Sister Station (Even if SD)
- Simulcast on Low Powered UHF Station

ATSC 3.0 Reception Benefits

- More Robust COFDM Modulation is More Resistant Against Multipath from Buildings & Trees
- Flexible PLPs like 64QAM, 16QAM and QPSK
- Single Frequency Networks to Expand Coverage
- In the Early Stages, Problems Need to be Resolved for ATSC 3.0 to Succeed

ATSC 1.0 AND ATSC 3.0 COMPARISON



ATSC 1.0 Calculated Coverage:

SNR: 15.2dB (19.39Mbit/s)

Map Area: 85478 km²

Gaussian Channel (AWGN)

41.7% of the Total Map Area

ATSC 3.0 PAYLOAD VS COVERAGE



ATSC 3.0 Calculated Coverage:
64 QAM

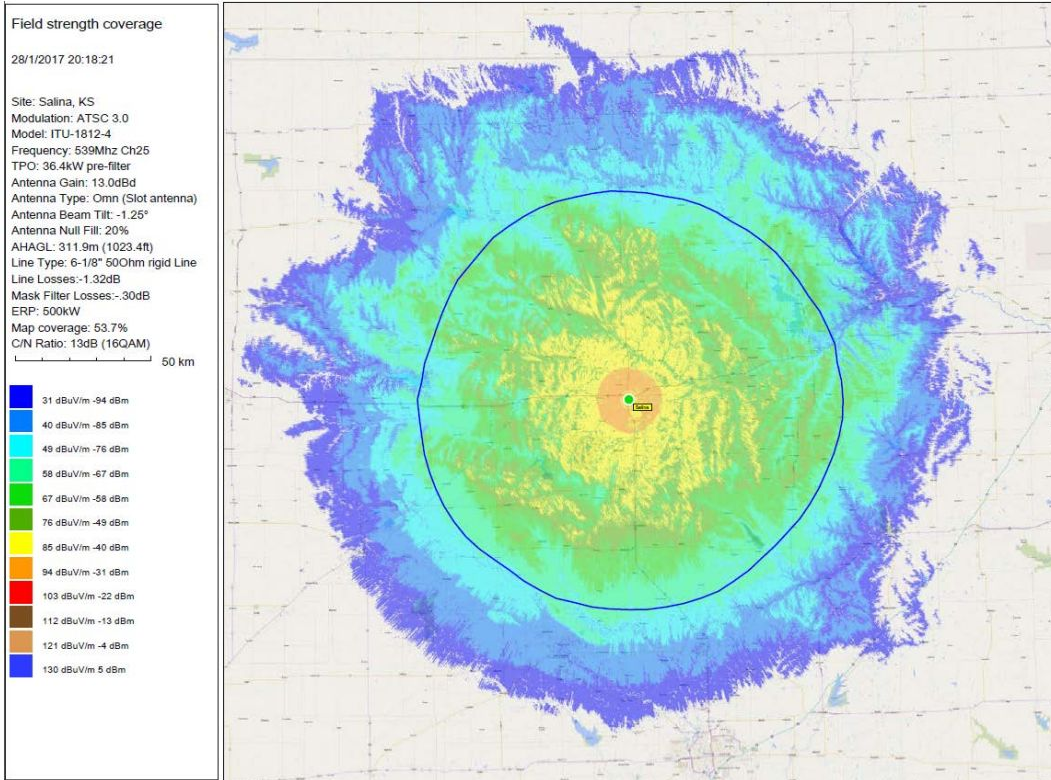
SNR: 11.55dB (19.5 Mbit/s)

Map Area: 85478 km²

Gaussian Channel (AWGN)

47.8% of the Total Map Area

ATSC 3.0 PAYLOAD VS COVERAGE



ATSC 3.0 Calculated Coverage:
16 QAM

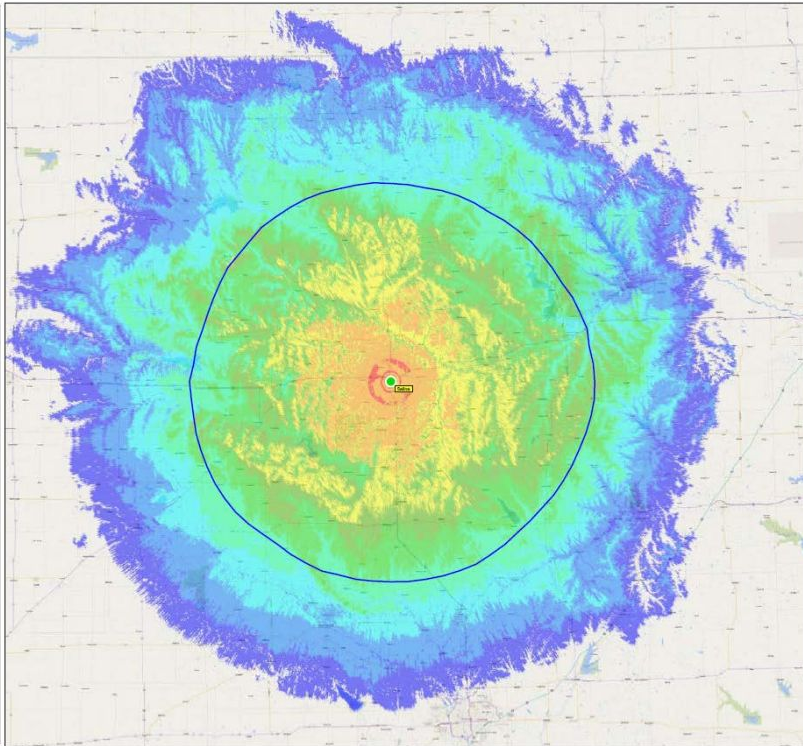
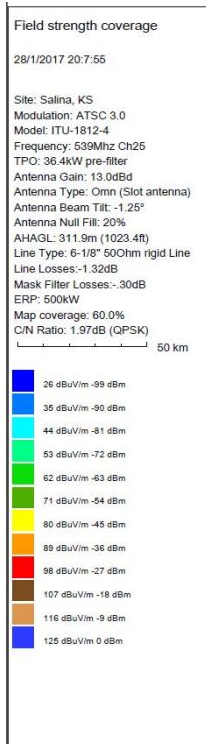
SNR: 7.32dB (13 Mbit/s)

Map Area: 85478 km²

Gaussian Channel (AWGN)

53.7% of the Total Map Area

ATSC 3.0 PAYLOAD VS COVERAGE



ATSC 3.0 Calculated Coverage:
QPSK

SNR: 1.97dB (6.5Mbit/s)

Map Area: 85478 km²

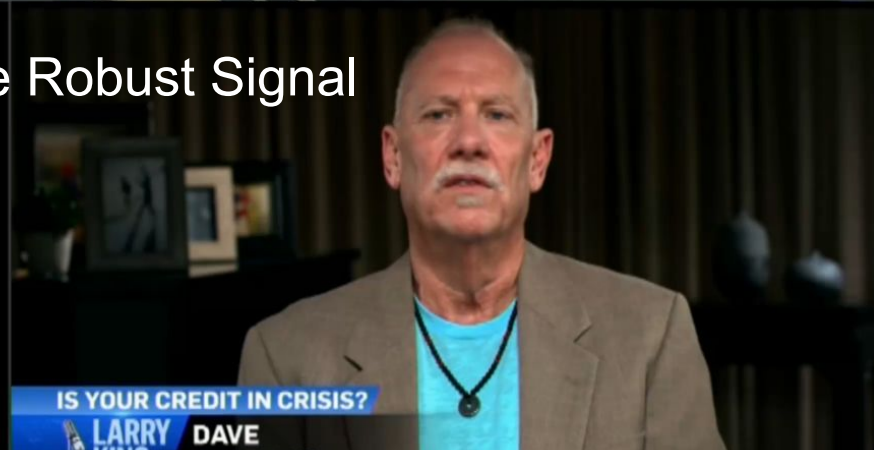
Gaussian Channel (AWGN)

60% of the Total Map Area



*More Robust Signal

No signal



IS YOUR CREDIT IN CRISIS?

LARRY DAVE

ENHANCED FEATURES | FAQs

CHECK AVAILABLE CITIES

SHOP DEVICES →




48 Austin, Texas

KBVO-CD

31

KNVA

- 14-1 MyN KBVO ([KBVO](#) 14-1)
- 36-1  NBC KXAN ([KXAN-TV](#) 36-1)
- 42-1 CBS KEYE ([KEYE-TV](#) 42-1)
- 54-1 CW KNVA ([KNVA](#) 54-1)

KXLK-CD

14

KAKW-DT

- 07-1 FOX FOX-UHD ([KTBC](#) 07-1)
 - 31-1 UniMás KTFO-UA ([KAKW-DT](#) 62-2)
 - 40-1 KXLK-Mv
 - 62-1 Univision KAKW-UA ([KAKW-DT](#) 62-1)
-

11:19 AM

The Kelly Clarkson Show



111.1 WBAL

Unable to play channel:
Content Protection Required



107.1
WJLA



The View



109.1
WUSA



The Price Is Right



111.1
WBAL



The Kelly Clarkson Show



122.1
WMPT



Donkey Hodie



132.1
WUVT



Generation Teen



7:01 PM

11:17 AM

7:01 PM





OUR APP.

Available on all your favorite devices.



iOS





Live TV

Not Supported

4-1

WRC 
Sunday Night Football

Scrambled



enlr

ntered 

ch audio, Polk
S89C

d Dec 1, 2000
0 Posts

#12,742 · Jul 28, 2024



OK, Went to watch the Olympics today on my LG G3, and get this:



I really HATE ATSC 3.0

TV Display: 776800 & 65605B; LG 55G3; TCL 68P754; IMCC N1 ULTRA; Vizio OLED L1-49" Q3;

MATH GAP



KXAN NEWS AT 5

BRITT MORENO

DANIEL MARIN



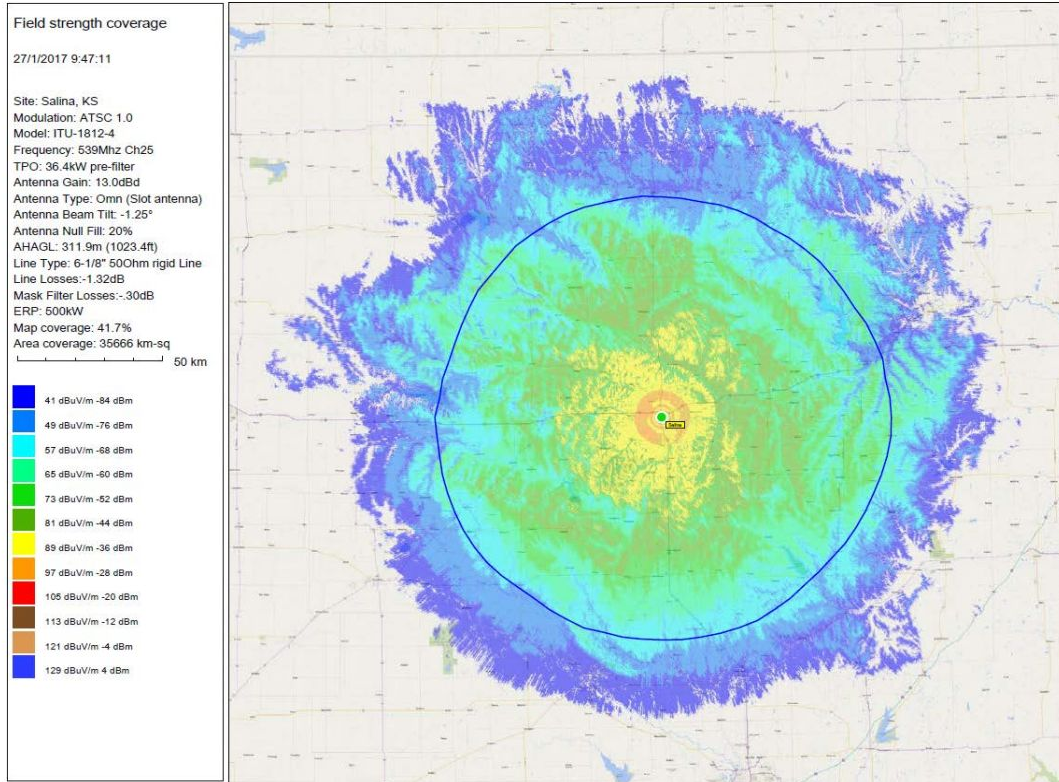


Live TV

Not Supported

ATSC 3.0

ATSC 1.0 AND ATSC 3.0 COMPARISON



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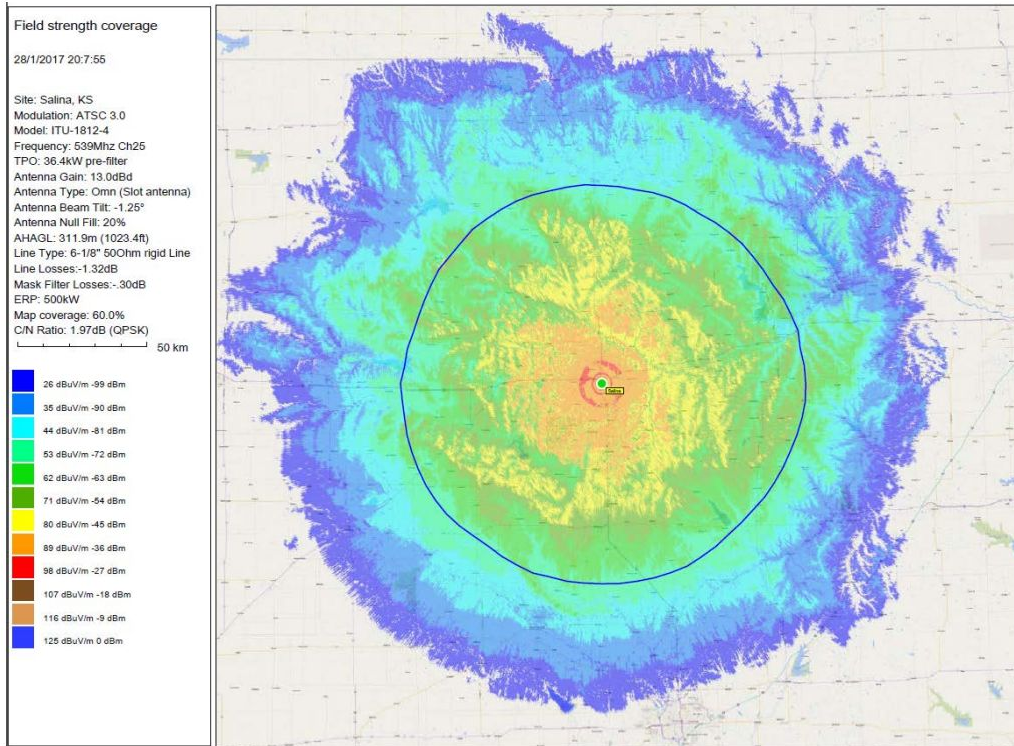
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ATSC 3.0 PAYLOAD VS COVERAGE



ATSC 3.0 Calculated Coverage:
QPSK

SNR: 1.97dB (6.5Mbit/s)

Map Area: 85478 km²

Gaussian Channel (AWGN)

60% of the Total Map Area

Promoting Free OTA is Important for Broadcast TV's Future

- Broadcast TV is Losing Audience to Streaming
- No Marketing - Most Don't Know it's an Option
- Very Few Millennials and Gen-Z Watch Local TV
- If Made Aware of OTA TV, More People Would Be Inclined to Watch than Not At All

Conclusion

- Free OTA TV is Making a Comeback - Make Sure Your Station is Picked Up by TVs in the Market!
- Provide Tips for Antenna Viewers on Website
- Promote and Market Free OTA TV so it's Known as an Option Among Younger Audiences



Questions?

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www.antennamanpa.com