



Via Licensing Alliance's ATSC 3.0 Broadcast Patent Pool Builds Momentum with Three New Members

IDEAHUB, Inc., Technology in Ariscale, LLC, and SK Telecom are among the new licensors of Via LA's next generation broadcast standard innovations

SAN FRANCISCO, March 6, 2024 - Today, Via Licensing Alliance ("Via LA"), the collaborative licensing leader, announced three new licensors to its ATSC 3.0 patent pool, including IDEAHUB, Inc., Technology in Ariscale, LLC, and SK Telecom. As broadcast technology improves, so do the expectations of over-the-air television consumers across the globe. By joining the ATSC 3.0 patent pool, these new members will have greater ease and opportunity to provide end users with the highest quality video and audio technologies, such as 4K / UHD, personalized programming and interactive television broadcasts.

This news follows TCL's milestone participation, announced in September of 2023, and marks significant momentum as the pool continues to build a robust portfolio with 17 licensors. Due to increased demand in the core technologies offered through ATSC 3.0, Via LA has extended its early bird rates through the end of March.

"By joining Via LA's ATSC 3.0 patent pool, we can incorporate many innovations available in this new technology to deliver improvements directly to our customers," said Yang-won Jung, Executive Vice President of IDEAHUB, Inc. "Via LA's breadth, value, and efficiency in their suite of patent offerings make it an easy choice to help grow and evolve our own technologies."

Through the Via LA pool, product manufacturers have access to a fair, transparent license to licensors' ATSC 3.0 standard essential patent portfolios — with patents covering many of the core technologies that apply to the key specifications with ATSC 3.0 innovations.

"Via LA's ATSC 3.0 patent pool is thrilled to welcome these three innovative companies that deeply understand the importance of strong intellectual property as well as the opportunity that a patent pool like Via LA's can provide them in this rapidly growing field," said Heath Hoglund, President, Via Licensing Alliance. "This new wave of licensors demonstrates continued market demand for the technologies in our ATSC 3.0 pool. We believe future implementers that recognize the value of our other programs will join this pool as more countries adopt the standard."

The ATSC 3.0 next-generation terrestrial broadcast standard is defined by the Advanced Television Systems Committee, Inc., an international, non-profit organization developing voluntary standards for digital television. ATSC 3.0 improves the television viewing experience with robust transmission for reception on both fixed and mobile devices, compression efficiency, and expanded accessibility, personalization, and interactivity.

For more information about the ATSC 3.0 patent pool, including information for prospective members, please www.Via-LA.com.

About IDEAHUB, Inc.

IDEAHUB is a patent licensing service company based in Seoul, South Korea. Specializing in licensing programs designed to provide licensing service for patents in a global scale, IDEAHUB enables both individual and institutional investors to benefit from revenues generated by patents sourced from companies, research institutes, and universities worldwide. With over a dozen licensing programs



comprising more than 5,000 patents, IDEAHUB has effectively provided licenses to over 200 licensees. Since its establishment in 2016, IDEAHUB has garnered recognition as an innovative IP way maker, playing a pivotal role in facilitating the global licensing of intellectual property through its innovative services. For more information, visit www.ideahub.co.kr.

About SK Telecom

SK Telecom has been leading the growth of the mobile industry since 1984. Now, it is taking customer experience to new heights by extending beyond connectivity. By placing AI at the core of its business, SK Telecom is rapidly transforming into an AI company with a strong global presence. It is focusing on driving innovations in areas of AI Infrastructure, AI Transformation (AIX) and AI Service to deliver greater value for industry, society, and life.

For more information, please contact skt_press@sk.com or visit our LinkedIn page www.linkedin.com/company/sk-telecom.

About Technology In Ariscale, LLC

Ariscale engages in collaborative efforts with patent holders to ascertain the value of intellectual property and facilitate the monetization of these assets. Founded in 2017, Ariscale has actively participated in various patent licensing campaigns and transactions.

About Via Licensing Alliance

Via LA is the collaborative licensing leader, dedicated to accelerating global technology adoption, fostering participation, and generating return on innovation with balanced licensing solutions for innovators and manufacturers of all sizes around the globe. Via LA has operated dozens of licensing programs for a variety of technologies consisting of nearly 50,000 patents in over 130 countries with more than 500 patent holders and nearly 10,000 licensees. Via LA is an independently managed company owned by industry-leading participants with over 25 years of intellectual property licensing leadership. For more information about Via LA, please visit www.Via-LA.com.

Contact

Via LA
Blake Hennessy-York
+1-415-645-5640
Press@Via-LA.com