

Landscape Analysis of declared ATSC 3.0 Patent Families

Avanci launched Avanci Broadcast, a patent licensing platform for the ATSC 3.0 broadcasting standard on March 7, 2023.¹ According to Avanci, *“The new platform licenses the ATSC 3.0 essential patents of ETRI, LG Electronics, ONE Media, Panasonic, Samsung Electronics, Sharp and Sun Patent Trust, which collectively represent more than 70% of all patent families containing ATSC 3.0 declared essential patents, and the Avanci Broadcast platform is expected to grow with the addition of several more licensors in the coming months.”*

ATSC 3.0 is a standard developed by the Advanced Television Systems Committee. It is adopted for terrestrial television broadcasting in countries such as the US, Canada, Mexico, Korea, Jamaica, among others. In the ATSC 3.0 licensing market, Avanci as well as MPEG LA operate a pool for this technology.

We have conducted a landscape analysis of the declared ATSC 3.0 patent families by using IPlytics Platform. In this analysis, the declared ATSC 3.0 patent families means patent families declared by applicants as essential patents to ATSC. The main purpose of this analysis is to identify the coverage of the two patent pools: Avanci and MPEG LA, with respect to the declared ATSC 3.0 patent families.

The total number of declared ATSC 3.0 patent families is 2,866 as of March 24, 2023. Table 1 shows the number of ATSC 3.0 patent families declared by Avanci Licensors² and MPEG LA Licensors³. Avanci Licensors cover 75.6% of the total number of declared ATSC 3.0 patent families. MPEG LA Licensors cover 14.6% of the total number of declared ATSC 3.0 patent families. Avanci and MPEG LA Licensors cover 86.4% of the total number of declared ATSC 3.0 patent families. Since Panasonic, Sun Patent Trust and One Media are overlapping licensors for Avanci and MPEG LA as in Table 3, the total number of patent families is not simply the sum up of the number of patent families of Avanci and MPEG LA Licensors.

¹ <https://www.avanci.com/2023/03/07/avanci-broadcast-launched-as-one-stop-licensing-platform-for-atsc-3-0-standard/>

² <https://www.avanci.com/broadcast/>

³ <https://www.mpegla.com/programs/atsc-3-0/licensors/>

Table 1: Number of declared ATSC3.0 patent families by Avanci Licensors and MPEG LA Licensors

Declaring Company	SEPs Family Count	Share
Avanci Licensors	2166	75.6%
MPEG LA Licensors	418	14.6%
Avanci and MPEG LA Licensors	2475	86.4%
Total	2866	-



 As of March 24, 2023
 Source : IPlytics platform

Table 2 shows the number of declared ATSC 3.0 patent families in each of the top 5 regions. The US and Korea, which have adopted ATSC 3.0, are the most popular published regions of declared ATSC 3.0 patent families, followed by China, the EPO and Japan, which have not adopted ATSC 3.0.

Table 2: Published region of declared ATSC 3.0 patent families

	Total	Published Region				
		US	KR	CN	EP	JP
Patent Family Count	2866	2398	1685	1502	1481	1356


 As of March 24, 2023
 Source : IPlytics platform

Table 3 shows the ranking by company of the number of declared ATSC 3.0 patent families. Samsung Electronics is in the leading position in the number of declared ATSC 3.0 patent families, followed by LG Electronics, Sony and Dolby. Table 3 also includes information of ATSC 3.0 licensors in the patent pools of both Avanci and MPEG LA. The top two companies, Samsung Electronics and LG Electronics, both Avanci Licensors, account for 63.1% ((1,123+686)/2866) of the total number of declared ATSC 3.0 patent families.

Table 3: Number of declared ATSC3.0 patent families by company

Declaring Company	SEPs Family Count	Avanci Licensors	MPEG LA Licensors
1 Samsung	1123	✓	
2 LG Electronics Inc.	686	✓	
3 Sony Corporation	201		
4 Dolby	198		✓
5 Electronics and Telecommunication Research Institute	170	✓	
5 QUALCOMM Incorporated	145		
7 Fraunhofer	98		✓
8 Panasonic Corporation	95	✓	✓
9 Sharp Corporation	78	✓	
10 Immersion Corporation	17		
11 Sun Patent Trust	11	✓	✓
12 InterDigital Communications, Inc.	7		
13 Coherent Logix, Incorporated	6		
14 Verance	6		
15 One Media, LLC	6	✓	✓
15 NERC-DTV	6		✓



As of March 24, 2023

Source : IPlytics platform

Takeaways

What we have learned from this analysis is as follows:

1. Avanci Licensors cover 75.6% of the total number of declared ATSC 3.0 patent families, and MPEG LA Licensors cover 14.6% of the total number of declared ATSC 3.0 patent families as of March 24, 2023.
2. The US and Korea are the most popular published regions of declared ATSC 3.0 patent families, followed by China, the EPO and Japan.
3. Samsung Electronics is in the leading position in the number of declared ATSC 3.0 patent families, followed by LG Electronics, Sony and Dolby.

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