**BIA: NextGen TV Revenue Could Reach $15B By 2030**

BIA predicts that broadcasters' NextGen TV revenue could reach $15 billion by 2030. Nexstar, the largest US broadcast group, has introduced the format in 20 new markets this year and says it will reach half of US audiences by the end of 2022.

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[***https://www.tvtechnology.com/news/nexstar-claims-lead-in-atsc-30-reach***](https://www.tvtechnology.com/news/nexstar-claims-lead-in-atsc-30-reach)

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