**How T-Commerce Could Benefit From Next Gen TV**

Next-generation broadcasting could help transform TV-based shopping, making t-commerce "so simple that even logging onto Amazon would feel like a drag," Diana Marszalek writes. The National Association of Broadcasters recently teamed up with HSN on a prototype for making TV purchases, with Nextstar Media Group's Brett Jenkins noting, "There is no question that ATSC 3.0 was designed for that kind of interactivity."

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<http://www.multichannel.com/next-generation-tv-expected-usher-new-era-t-commerce/414558>

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<http://permanence.com/roku/images/tvshopping_ss_qvc.jpg>