NEXT-GENERATION AUDIO

Powered by Dolby® AC-4
LOUDNESS

CURRENT

On December 15, 2010, President Obama signed the Commercial Advertisement Loudness Mitigation (CALM) Act, requiring TV broadcasters to ensure that commercials air at a volume no louder than the programs in which they appear.

Since its implementation, broadcasters have spent millions of dollars trying to comply with the regulation, and yet they still continue to struggle to preserve creative intent.

DOLBY AC-4

Dolby AC-4 provides new tools to meet regulatory needs for loudness control without compromising content.

ACCESSIBILITY

CURRENT

One in eight people in the U.S. age 12 or older has hearing loss in both ears.

Nearly one in 10 U.S. adults experiences visual impairment.

In 2010, President Obama signed the Twenty-First Century Communications and Video Accessibility Act (CVAA), designed to address the needs of those who are experiencing visual and hearing impairments.

DOLBY AC-4

Dolby AC-4 provides a premium solution for delivering rich audio descriptive services and enhancing dialogue intelligibility to give audience to best possible experience.
**REACH**

**CURRENT**

- One in five people in the U.S. speak a foreign language at home.
- 59% of global audiences say that watching video programming on their mobile device is convenient.
- In 2015, 1.3 million people simultaneously watched the Super Bowl on NBC.com.

**DOLBY AC-4**

Dolby AC-4 allows broadcasters to create one stream for every audience and every device.

**EFFICIENCY**

**CURRENT**

- Bandwidth is one of the most valuable resources in broadcasting today, with an ever-increasing amount of data transmitted as Ultra HD video, multi-language tracks, and audio description tracks.

**DOLBY AC-4**

Dolby AC-4 provides a 50% or greater compression efficiency improvement over Dolby Digital Plus across content types ranging from mono to immersive audio.
IMMERSIVE

CURRENT

Audiences are increasingly seeking premium, “theatre-like” entertainment experiences in the home and on the go.

Worldwide sound bar shipment grew by 50%, generating revenues worth $2.2 billion in 2014.

Over 270 film titles have been created and released in Dolby Atmos®, the de facto standard for immersive audio since 2012.

DOLBY AC-4

Dolby AC-4 delivers an immersive experience on headphones, sound bars, and home theater systems.

PERSONALIZED

CURRENT

Over 70% of consumers say they expect personalized experiences from the brands they interact with.

65% of global viewers prefer watching video programming live.

Broadcasters are currently creating more audio than they can deliver to a single destination.

DOLBY AC-4

Dolby AC-4 gives broadcasters the ability to efficiently customize and monetize their programming based on viewer’s unique preferences, environments, and devices.
SOURCES: