

Minutes, ATSC Applications Subcommittee (AS)

January 29, 2003, 9 AM – 12 PM
Orlando Sentinel, 633 N. Orange Avenue, Orlando, FL

1. Welcome and Roll Call

The meeting was called to order at 9:07 AM. Ira Goldstone announced that he was stepping down as the chairman of the group and introduced his successor, Sterling Davis. Introductions were made. The list of attendees is **Attachment 1**.

2. Consideration of Draft Agenda

The agenda was approved and is **Attachment 2**.

3. Approval of Minutes from December 17, 2002 meeting

The minutes of the December 17, 2002 meeting were approved as drafted.

4. Introductory Remarks from the Chair

Mr. Davis informed the group of his willingness to chair in spite of an already formidable workload, and that it is his intention to try to expand the membership of the AS.

5. DTV Emergency Alert Standard

The topic of potential development of a DTV EAS Standard and how this development would fit into the ATSC process was introduced. Richard Rudman, Partnership for Public Warning (PPW), shared his opinion that the ATSC could develop common terminology for warnings and address the lack of a common alerting protocol. Mr. Richer asked Mr. Rudman to circulate information on PPW to the AS reflector.

Mr. Richer summed up the agreement of the last AS meeting, in which it was decided that for the foreseeable future any warning would have to be done using conventional video-audio methodology. Secondly, the DTV signal could be used to carry alert information, and it is the concern of ATSC to decide how it is carried at the transport level. He pointed out that ATSC is only a small part of a venture that has many other organizations involved, and that the initial task of the ATSC is to identify the requirements from a DTV standpoint. It is his belief that, having done so, ATSC may discover that a good part of the factors identified have been addressed by other organizations, rendering the task of the ATSC the relatively simple one of figuring out how to place that information in the ATSC data stream. Bob Plummer, DirecTV, pointed out that the must-carry issues demand that whatever is done in the ATSC must be replicated in the cable environment, and also that a first step in developing the technology must be an understanding of where it belongs – as part of PSIP, DASE, or DCC – and what it does when received by a device. Bernie Lechner, former Chair of T3/S8, agreed with Mr. Richer that the provision of the carriage channel for the alert information is the

job of ATSC, and that it could be a simple one considering the experts available to write the appropriate protocols. He also agreed with Mr. Plummer and stressed that any action would need to be coordinated with other media so the consumer will experience uniformity of behavior and content regardless of connection. It is agreed that time stamps will be necessary in the case of digital recording devices, so outdated warnings are not replayed.

Mr. Davis introduced the documents, *Draft Applications and Requirements of a DTV EAS Standard (Attachment 3)*, which at the request of AS had been produced by Mark Richer, and *DTV EAS Considerations*, authored by Steve Smith, Liberty Corp. It is proposed to discuss Mr. Richer's document, in order to make any necessary modifications or changes based on the morning's discussion. Mr. Richer warned the attendees to avoid 'solution space' in this editing discussion. The document was then examined exhaustively. The document as revised by the group is **Attachment 4**.

It is agreed that Mr. Davis will forward the revised document to the ATSC Board of Directors for their consideration, and inform the Board of the Applications Subcommittee's recommendation that standardization work begin apace.

Michael Dolan, Consultant, mentioned that a standard based on the existing EAS would most likely not work in other countries, and that if it is intended to be used in those countries that have adopted the ATSC standard, such should be stated and the Requirements' scope expanded. It was agreed that this will also be reported to the ATSC Board of Directors.

6. Discussion of Future Areas of Consideration

This agenda item is deferred until the next meeting.

7. Other Business

Mr. Richer mentioned that the 2003 Goals for the AS are to be considered by the ATSC Board discussed the following day.

8. Schedule of Future Meetings

The next meeting will take place on March 12, 2003 from 8 to 11 AM at the National Association of Broadcasters.

9. Adjournment

The meeting was adjourned at 12 PM.