

Minutes: ATSC Planning Committee

11 May 2005, 1:30 p.m. until 5:00 p.m. EDT
Hilton Crystal City, Roanoke Room, Arlington, VA

1. WELCOME AND ROLL-CALL

Chairman Sterling Davis (Cox Broadcasting) called the meeting to order at 1:52 p.m. at the Hilton Crystal City Hotel in Arlington, VA. He welcomed the participants and asked each to identify him or herself. The attendance list is given in **Attachment 1**.

2. APPROVAL OF DRAFT AGENDA

Chairman Davis asked for consideration of the draft agenda, which was posted to the PC reflector on May 4 (**Attachment 2**). He suggested the addition of an agenda item "Demonstration Project on ACAP." This addition was accepted by the committee. No further changes were requested and the draft agenda was approved as amended.

3. APPROVAL OF DRAFT MINUTES OF 8 FEBRUARY 2005

Chairman Davis asked for consideration of the draft Minutes of the February 8 meeting, posted to the AS reflector on April 12 (AS-072, **Attachment 3**). Jerry Whitaker (ATSC) reported that one editorial correction had been identified by Jeff Krauss (NCTA). No additional changes were requested and the document was approved as amended.

4. REVIEW OF ACTION ITEMS FROM THE LAST MEETING

The following action items were developed at the February 8 meeting of the Planning Committee. Bracketed dates indicate items carried forward from a previous meeting [date].

- 1) Chairman Davis to report to the ATSC Board of Directors the consensus recommendation of the Applications Subcommittee to support the proposed name change to Planning Committee. Furthermore, he will report that the 2005 Goals were reviewed and a plan to implement those goals was agreed to, including an examination of the current Scope.
Completed. The Board approved the name change from "Applications Subcommittee" to "Planning Committee" at its March 14 meeting.
- 2) Chairman Davis to begin a discussion on the AS reflector regarding updating the AS Scope based on the 2005 Goals.
Completed. A note intended to launch the discussion was posted on February 14. (**Attachment 4**).
- 3) Wayne Luplow to lead an AHG to examine ways of increasing international participation in the Applications Subcommittee. Participating members of the group will include Mark Richer and Bob Rast. Mr. Luplow will post a note to the AS reflector inviting additional participants.
Ongoing.
- 4) Chairman Davis to contact Garry Paxinos to determine the status of the Advanced Codecs in the Main Stream AHG and how this effort might move forward.
Completed. On agenda.
- 5) An AHG, led by Art Allison with participation from Bob Rast and Jeff Krauss, to prepare a cover letter to AS-073, "Surviving the Era of the DVR" (revised).
Completed.

- 6) Chairman Davis to resolve any copyright issues relating to AS-073 and, once the AHG has completed the cover letter, distribute AS-073 to the ATSC “admin” list, which includes all participants in the ATSC process.

Completed. The document was posted to the “admin” reflector on March 8 (**Attachment 5**).

- 7) Mike Dolan to revise AS-055r1 and bring back a formal Requirements document for final consideration by AS at the next meeting.

Completed. The document was posted to the PC reflector on April 29 (**Attachment 6**).

- 8) Chairman Davis to report to the Board of Directors the consensus recommendation of AS that AS-065r5, “Streaming Text Data Services Application Requirements,” be forwarded to the Technology Group on Distribution for further work.

Completed. Chairman Davis said he reported this recommendation to the Board on March 14. At the Board meeting earlier today, the Board decided to take up this issue at its next meeting.

5. OPENING REMARKS OF THE CHAIRMAN

Chairman Davis noted that the meeting today is shorter than normal, but expressed the hope that sufficient time would be available to adequately address all agenda items.

6. GOALS AND SCOPE APPROVAL

Chairman Davis reminded the committee of the 2005 ATSC Goals, approved on January 18 by the Board of Directors, relating to ongoing work of the Planning Committee. Specifically:

- More focus on commercial opportunities and requirements, less on technical requirements
- Take actions to broaden contributions from business, service, and product planners
- Provide a forum to allow international ATSC members to influence ATSC work
- Support ATSC specialist groups as necessary
- Develop non-technical white papers as appropriate on DTV matters that are relevant to ATSC work

Chairman Davis reminded the committee of the extensive discussion at the February 8 meeting regarding how to make the PC more valuable to ATSC members, and what changes might be appropriate for the PC Scope. Non-technical education and training, with follow through after standards are adopted, was identified as a potential new area of work for the committee. Chairman Davis said we need to keep in mind that input on potential new applications is still a prime focus of the PC. He added that this committee could serve as a valuable forum in which to discuss important issues relating to digital broadcast technology.

Chairman Davis began the discussion of possible changes in the Scope, noting the PC can serve as a vehicle for valuable input to the Board and TSG. For reference, the existing Scope is given below:

“The ATSC Applications Subcommittee, with due regard for existing standards organizations and activities, will consider business opportunities that may be enabled by digital television standards. Based upon this analysis, the Applications Subcommittee shall make recommendations to the Board of Directors regarding development of voluntary standards for digital television. These recommendations shall be supported by a list of user requirements. The AS will also respond to inquiries about market requirements from Technology Groups, from other ATSC subcommittees, and from other standards organizations.”

Specific changes were offered by several members, including Art Allison (NAB), Charlie Einolf (UPN), Joseph Flaherty (CBS), Mr. Krauss, and others. Mark Richer (ATSC) observed that some adjustment to the scope statement would probably be in order. He suggested that a small group be given the task of drafting a revised scope for further consideration by the committee. Bob Rast (Micronas) endorsed that suggestion.

Chairman Davis asked an AHG consisting of Mr. Allison, Carlos Kennedy (Faroudja), and Mr. Whitaker to prepare a draft revision of the PC scope for consideration by the full committee at the earliest possible date.

7. REPORT FROM SMPTE S.22 (CHRIS LENNON)

Chris Lennon (Harris) reported good progress on the SMPTE S.22 work, with a high level of participation in the effort. He said an aggressive timeline for completion has been set because of marketplace pressures to complete the work, adding that the group has been elevated within SMPTE from an ad-hoc group to a Working Group (S.22.1). Mr. Lennon added that liaison with TSG/S1 has resulted in the PMCP schema being adopted by S.22.1.

Mr. Lennon reported that trial implementations have been done by two vendors. Specific feedback on the SMPTE work was provided by Steve Smith (Liberty).

8. MANAGING TECHNOLOGY AND INNOVATION, A DTV ROADMAP, MEETING PLANNING (MARK RICHER)

Mr. Richer reported that the DTV Roadmap AHG met by teleconference on March 28 and May 3. He said the target date for the program has been postponed to Q1 2006 pending broadcaster's initiatives and timing. He said the focus will be on broadcast and CE executives. Objectives include the following:

- Educate attendees about the potential use of existing ATSC Standards and those under development.
- Solicit input about the likely market roll-out of related products and services.
- Recruit new non-technical participants in the ongoing work of the Planning Committee.

Mr. Richer said the agenda will include high level (non-technical) tutorials and demonstrations of potential services and applications. He said the next steps include:

- Draft letters of invitation
- Enlist executives in the effort
- Lockdown the date and announce the event
- Select the topics to be covered
- Develop a detailed agenda
- Arrange tutorials and demonstrations

Mr. Richer noted that the AHG members are Craig Tanner (Sharp), John Henderson (Hitachi), Lynn Claudy (NAB), Ed Caleca (PBS), Wayne Luplow (Zenith), Ira Goldstone (Tribune), and Chairman Davis.

9. REPORT FROM AHG ON ADVANCED CODECS IN THE MAIN STREAM (GARRY PAXINOS)

Chairman Davis noted that the Advanced Codecs in the Main Stream AHG met by teleconference on May 5, and a second teleconference is scheduled for May 26. He said that Garry Paxinos (US-DTV), chair of the AHG, was unable to attend today's meeting. He invited input from other AHG members, which include Mark Eyer (Sony), Brian Smith (Philips), Steve

Smith (Liberty), Art Allison (NAB), C. B. Patel (Samsung), James Fang (Mitsubishi), and Wayne Bretl (Zenith).

Mr. Allison said the AHG members generally agreed that there will be new codecs in the main stream. What they didn't agree on *when*, and *how* to plan for that. He said there are no simple or straightforward answers to these questions.

Mr. Einolf said the AHG should consider how to deal with the legacy issue, which he identified as a critical element. Glenn Reitmeier (NBC) suggested that we should think outside the box regarding how the industry could evolve from where we are now to where we want to be at some future point in time. He said this discussion must include how to maintain backward compatibility and what technology solutions might be on the horizon.

Mr. Rast suggested that the PC could undertake to discuss how standards can be evolved in an orderly manner without upsetting the DTV rollout. Chairman Davis agreed this would be a valuable undertaking. He went on to recognize the interesting ideas offered by PC members during the discussion, but suggested that the work of the AHG should not be complicated by expanding its scope. Mr. Richer said the committee might want to plan an agenda item for the next PC meeting focusing on brainstorming and thinking outside the box—for both the codec issue and other future technologies.

Chairman Davis entertained suggestions regarding how to move the work of the Codec AHG forward. A far-reaching discussion followed on the challenge of integrating new technologies and features while still providing protection for legacy devices.

Chairman Davis took an action item to contact Mr. Paxinos and encourage him to move forward expeditiously on this project.

10. CONSIDERATION OF AS-073, SURVIVING THE ERA OF THE DVR

Chairman Davis called attention to the revised version of the “Surviving the Era of the DVR” summary document posted to the PC reflector on March 8 (**Attachment 5**). He said this is an interesting concept that deserves consideration by the PC, and invited specific comments from committee members:

- Steve Smith suggested that the DTV applications envisioned in the report will likely come to pass regardless of what we might do in ATSC. He added, however, there exists an opportunity for ATSC chart a logical path forward. He said additional work within the PC is necessary before this document can move forward. He said the process of preparing a Requirements Document would be a good exercise to more fully develop the concepts presented in AS-073.
- Mr. Allison said the first question PC members need to decide whether the PVR is a threat or an opportunity. He added there are projects on the horizon in the cable realm and elsewhere that could significantly change the consumer environment.
- Mr. Krauss agreed there are a number of technologies coming together and that it might be appropriate to revisit the proposal with a wider perspective in mind.
- Ira Goldstone (Tribune) said the PVR is an important developing technology that we need to seriously look at. He said the “Surviving the Era of the DVR” submission could serve as a jumping point for further work.

Chairman Davis observed that the preparation of a Requirements Document based on AS-073 would be the next likely step in moving the DVR project forward. Mr. Richer suggested generalizing the issue in a summary document and forming an effort within the PC around that core functional description. He went on to suggest that PC might then issue a *request for information* as a way of gaining new ideas on the subject.

Mr. Allison said that Jim Theberge (EAT-TV) might be asked to lead an AHG to develop a Requirements Document based on AS-073. Steve Smith, Mr. Allison, Mr. Goldstone, and Mr. Lennon volunteered to participate in the AHG. Robert Blanchard (Sony) took an action item to pursue participation in the AHG by a Sony representative (or another CE manufacturer).

Chairman Davis said the work of the AHG is to focus on drafting a Requirements Document for development of techniques and standards supporting: 1) linkage to DVR-stored content in support of advanced advertising applications such as extended advertising, targeted advertising, and EPG advertising presentation; and 2) segmentation of a program that supports segment-based video browsing and associated advertising.

11. LOW BIT-RATE VIDEO AND AUDIO PROGRAM STREAMS (MIKE DOLAN)

Chairman Davis called attention to the Requirements document developed by Mike Dolan (TBT) and posted to the PC reflector on April 29 (**Attachment 6**). In brief, the following Requirements were identified:

- 1) Encoders and decoders shall support bitrates as low as the codec technology and MPEG-2 transport (13818-1) permit.
Note: For MPEG-2 video with black frames and CIF format at 24fps, this could be as low as 18 kbps.
- 2) Encoders and decoders shall support long (5 seconds or more) picture sequences.
Note: This means equally long channel acquisition times.
Note: For MPEG-2 video, this means relaxing the 500ms GOP requirement.
- 3) Encoders and decoders shall support long (10 seconds) inter-picture times.
Note: For example, still picture mode.

Chairman Davis invited specific comments on the draft Requirements Document. Mr. Einolf commented that the existing document goes into more detail than necessary; he suggested that the technical details should be left to a specialist group. Mr. Allison pointed out that the Board has specifically requested more detail in Requirements Documents. He did, however, propose text changes to address certain concerns expressed by committee members (see the redline given in **Attachment 7**).

Chairman Davis observed the consensus of the PC to accept the Requirements Document with the changes offered by Mr. Allison.

12. ACAP DEMO PROJECT

Mr. Richer reported on recent discussions in a Board-level AHG regarding the Advanced Common Application Protocol (ACAP)—one recommendation of which was to ask the Planning Committee to play a role in helping to establish a framework for implementation of ACAP. He said the first step could be to coordinate a short-term trial in a single market with broadcaster, cable, professional equipment supplier, and CE manufacturer participation. The trial would not only provide technical benefit, but would also help to build industry awareness and knowledge of ACAP. The suggested target date would be late this year or early next year.

Steve Smith suggested that Capitol Broadcasting might be interested in participating in an ACAP field trial. Mr. Richer noted that NBC has also expressed an interest in this effort.

Chairman Davis observed the consensus of PC to take on this project. He went on to discuss the possible methods of moving forward. Mr. Luplow said the key element is to have one or more expressions of interest on the part of a major broadcast group. Chairman Davis suggested there may be a critical mass of interest in this project, and added he would seek to identify a

broadcaster to serve as the chair of an AHG to develop the concept. Also participating in the AHG will be Mr. Luplow and Mr. Richer.

13. INDUSTRY EDUCATION AND TRAINING (AFD, BUSINESS OPPORTUNITIES)

Mr. Allison noted that the education and training functions of the Implementation Subcommittee have been transferred to the PC. He said we should not let this work fall off the radar. Mr. Whitaker suggested a regular item on the PC agenda detailing current education and training activities. This proposal was accepted by the committee. Mr. Luplow suggested that, as a liaison item, CEA should be asked to provide an update to the PC on educational activities relating to CE retailers.

14. NEXT MEETING OF THE PLANNING COMMITTEE

The next meeting of the Planning Committee is scheduled for 20 September 2005.

15. ADJOURNMENT

There being no further business before the Planning Committee, the meeting was adjourned at 5:00 p.m. EDT.

Action Items Developed at this Meeting

The following action items were developed at the May 11 meeting of the Planning Committee. Bracketed dates indicate items carried forward from a previous meeting [date].

- 1) Art Allison, Carlos Kennedy, and Jerry Whitaker to prepare a draft revision of the Planning Committee scope for finalization by the full committee at the earliest possible date.
- 2) Chairman Davis to contact Garry Paxinos and encourage him to move forward expeditiously on the Codec AHG work.
- 3) Chairman Davis to contact Jim Theberge and ask him to lead an AHG whose goal is to develop a Requirements Document based on AS-073. Participating in the AHG are Steve Smith, Art Allison, Ira Goldstone, and Chris Lennon.
- 4) Robert Blanchard to pursue participation in the PVR AHG by a Sony representative (or another CE manufacturer).
- 5) Chairman Davis to present to the ATSC Board of Directors the Low Bitrate Video/Audio Program Streams Requirements Document, as amended in today's meeting.
- 6) Chairman Davis to identify a broadcaster to serve as the chair of an AHG to develop the ACAP demonstration project. Participating in the AHG will be Wayne Luplow, Mark Richer, and Glenn Reitmeier.
- 7) Jerry Whitaker to add to the PC draft agenda going forward an item on "Education and Training AHG Report."
- 8) Wayne Luplow to lead an AHG to examine ways of increasing international participation in the Applications Subcommittee. Participating members of the group will include Mark Richer and Bob Rast. Mr. Luplow will post a note to the AS reflector inviting additional participants. [2005-02-08]

Attachments

Attachment 1: Attendance List

http://www.atscmembers.org/sg/AS/2005_05_11_Meeting/PC-087_attendance_05_11_05.xls

Attachment 2: Draft Agenda

http://www.atscmembers.org/sg/AS/2005_05_11_Meeting/PC-083_Draft%20Agenda%2005%2005%2011.doc

Attachment 3: AS-072, Draft Minutes from 8 February 2005 Meeting

http://www.atscmembers.org/sg/AS/2005_05_11_Meeting/AS-072r1.doc

Attachment 4: PC-082, Goals and Scope Discussion Points

http://www.atscmembers.org/sg/AS/2005_05_11_Meeting/PC-084_Goals%20and%20Scope.txt

Attachment 5: AS-073r3, Surviving the Era of the DVR

http://www.atscmembers.org/sg/AS/2005_05_11_Meeting/AS-073r3_Surviving%20the%20Era%20of%20the%20DVR.doc

Attachment 6: AS-055r2, Low Bit Rate Video-Audio

http://www.atscmembers.org/sg/AS/2005_05_11_Meeting/AS-055r2_Low_Bit_Rate_Video-Audio.doc

Attachment 7: AS-055r3, Revision of Low Bit Rate Video-Audio Document

http://www.atscmembers.org/sg/AS/2005_05_11_Meeting/PC-055r3_Low_Bit_Rate_Video-Audio.doc