

Minutes, ATSC Planning Committee

20 September 2005, 10:00 a.m. – 4:00 p.m.
NAB, 1771 N Street NW, Washington, DC 20036

1. WELCOME AND INTRODUCTIONS

Chairman Sterling Davis (Cox Broadcasting) called the meeting to order at 10:00 a.m. at the Headquarters of the National Association of Broadcasters in Washington, D.C. He thanked NAB for hosting the meeting and welcomed the participants. Chairman Davis asked each member 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 September 17 (PC-089, **Attachment 2**). He said that Item 10 will be held until after lunch to accommodate the schedules of some members. Craig Todd (Dolby) suggested that under Other Business, a discussion of IPTV be scheduled. These changes were accepted by the committee and the draft agenda was approved as amended.

3. APPROVAL OF DRAFT MINUTES FROM THE MAY 11 MEETING

Chairman Davis asked for consideration of the draft Minutes of the May 11 meeting, posted to the PC reflector on September 12 (PC-085, **Attachment 3**). No changes were requested and the document was approved as submitted.

4. REVIEW OF ACTION ITEMS FROM THE MAY 11 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.
Completed. On agenda.
- 2) Chairman Davis to contact Garry Paxinos and encourage him to move forward expeditiously on the Codec AHG work.
Completed.
- 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.
Completed.
- 4) Robert Blanchard to pursue participation in the PVR AHG by a Sony representative (or another CE manufacturer).
Carried forward.
- 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.
Carried forward. The next meeting of the Board of Directors is set for September 28.
- 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.
Carried forward.

- 7) Jerry Whitaker to add to the PC draft agenda going forward an item on “Education and Training AHG Report.”
Completed. On agenda.
- 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]
Completed.

5. OPENING REMARKS, CHAIRMAN

Chairman Davis noted that the summer has been a busy time for ATSC. He urged Committee members to refocus their energies on current projects.

6. GOALS AND SCOPE REVISION APPROVAL

Chairman Davis reminded the committee of the discussion at the May 11 meeting regarding the PC scope. He noted that on June 28 a draft revision was posted to the reflector (PC-086, **Attachment 4**) and that some discussion had taken place since the original posting.

Brian Smith (Philips), in a posting on July 13, raised the following issues:

- The Planning Committee should not be reviewing business opportunities per se, but instead should be reviewing/recommending the development of standards and RPs that can lead to potential new business opportunities.
- Non-technical education and training should be limited to adopted ATSC standards and recommended practices.
- The PC is not a technical group, and it is inappropriate for it to take on a technological assessment; perhaps “market-need” or “market-acceptance” should be the focus.

C.B. Patel (Samsung), in a posting on June 28, suggested that the last sentence in the revised scope be changed to: “The Planning Committee is a forum for exploring applications of digital broadcast technology.”

Chairman Davis opened the floor for further discussion, with specific changes offered by members. A redline of the revised draft Scope is given in **Attachment 5**. The revised consensus wording is given below.

“The ATSC Planning Committee (PC) is a forum for exploring applications of digital broadcast technology. The PC considers business opportunities, with a focus on new applications that may be enabled by digital television standards. Based upon this analysis, the PC makes recommendations to the ATSC Board of Directors regarding development of voluntary standards, recommended practices, and/or informational documents for digital television. These recommendations should be supported by a list of user requirements. The PC also responds to inquiries about market requirements from Technology Groups, from other ATSC subcommittees, and from other standards organizations. The PC supports the use of ATSC standards and recommended practices through activities such as education, training, and demonstrations.”

Chairman Davis said he would present the revised draft Scope to the Board for consideration at its next meeting.

7. REPORT FROM SMPTE S.22-10 (CHRIS LENNON)

Chris Lennon (Harris) reported good progress on the SMPTE S.22 work, with a high level of participation in the effort (**Attachment 6**). He said an aggressive timeline for completion has been set because of marketplace pressures to finish the work. He said the next steps in the work include:

- Complete first draft of schema(s)
- Define system configuration elements
- Liaison with TSG/S1 on expanded PMCP compliance
- Work on RP/EG

Discussion followed on the work of S.22 and their plan for moving forward.

8. REPORT FROM AHG ON INTERNATIONAL PARTICIPATION (WAYNE LUPLOW)

Chairman Davis reminded the committee that a small AHG—consisting of Wayne Luplow (Zenith), Bob Rast (Micronas), and Mark Richer (ATSC)—was formed at a previous meeting to explore ways of increasing international participation in the work of the Planning Committee. He said Mr. Luplow did not have any specific progress to report at this time. He urged interested members to contact Mr. Luplow and assist in the effort.

9. MEETING PLANNING FOR MANAGING TECHNOLOGY & INNOVATION, A DTV ROADMAP (MARK RICHER)

Mr. Richer provided an update on the DTV Roadmap project. He said the target date for the program is Q1 2006, and that 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:

- 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), Mr. Luplow, Ira Goldstone (Tribune), and Chairman Davis. Mr. Richer said broadcasters are busy working to develop their own DTV strategy going forward, and added that the path forward for this project should become clearer within the next couple of months.

Chairman Davis said he is working with MSTV regarding the possible direction of this effort, which could come to pass by early next year. Brian Smith urged the broadcast industry to work with the CE industry to develop its strategy, since CE manufacturers are close to the consumer. He added that industry-to-industry activities on the staff/planning level could be a productive way to proceed, initially at least.

10. CONSIDERATION OF A REQUIREMENTS DOCUMENT FOR AS-073, SURVIVING THE ERA OF THE DVR (JIM THEBERGE)

Chairman Davis reminded the group of the suggestion, made at the May 11 meeting, that Jim Theberge (EAT-TV) be asked to lead an AHG to develop a Requirements Document based on AS-073. Steve Smith (Liberty), Mr. Allison, Mr. Goldstone, and Mr. Lennon volunteered to participate in the AHG. Robert Blanchard (Sony) said he would pursue participation in the AHG by a Sony representative (or another CE manufacturer).

Chairman Davis noted that the work of the AHG was 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.

Chairman Davis reported that Mr. Theberge has told him he is unable to focus on this project because of other business commitments. Discussion followed on how to proceed. Suggestions included: 1) asking another person to lead the project, 2) tabling the project, and 3) dropping the project altogether.

Mr. Allison suggested that, since the project appears to have limited support, it should probably be tabled. Mr. Richer noted that there are specific requirements the Board has set for beginning new work—one requirement of which is to provide a list of individuals/companies willing to do the work. Mr. Rast observed that, while this seems like a worthwhile project, there does not seem to be much energy surrounding to it. He suggested various ways that additional interest could be generated.

Mr. Richer said the root question is how broadcasters can deal with the PVR universe. Brian Smith said this is a subject that broadcasters and CE manufacturers should discuss.

Chairman Davis observed the consensus of the committee to table this project until such a time as there are organizations willing to put resources against it. Mr. Allison suggested a posting to the ATSC “admin” reflector calling attention to the document and giving notice that in order to proceed with this project we will need people to work on it. Mr. Whitaker took an action item to follow-through on this posting.

The committee broke for lunch at 11:42 a.m. EDT.

The meeting resumed at 12:42 p.m. EDT.

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

Chairman Davis reported on correspondence with Garry Paxinos (US-DTV) who said the AHG on Advanced Codecs in the Main Stream last met by teleconference on July 12, at which time those participating in the call reached the consensus that it is unlikely the AHG can move beyond the current state of discussions and, therefore, the current state should be summed up and reported to the PC. Mr. Paxinos subsequently drafted a report on the work of the AHG, which is currently being reviewed by AHG members. In general, the AHG does not recommend for or against the use of advanced codecs in the main stream. Instead, the AHG report merely states the requirements if at some point a decision is made to support such codecs.

Chairman Davis invited input from other AHG members, which include Mark Eyer (Sony), Brian Smith, Steve Smith, Art Allison (NAB), Mr. Patel, James Fang (Mitsubishi), and Wayne Bretl (Zenith).

Mr. Eyer reviewed the draft conclusions of the AHG and its recommendations (**Attachment 7**). Discussion followed on specific points contained in the report. Chairman Davis recognized

the work of the AHG, but observed that the output document is not written as a Requirements Document. Dick Streeter (CBS) commented that the AHG has done a good job of beginning to outline the steps needed to move toward eventual use of advanced codecs. He said we need a clear implementation plan before proceeding. Mr. Tanner said the report of the AHG is a good starting point for future work within the PC. Mr. Allison pointed out the need for signaling of advanced codecs as a way of dealing with legacy devices. He said this issue needs to be addressed sooner rather than later. Technical details relating to signaling were discussed by John Henderson (Hitachi) and Mr. Eyer.

Mr. Allison recognized two key items identified by the AHG: 1) the “jump bar” level for codec improvements, and 2) an initial outline of how to implement a new codec in the main stream. Jeff Krauss (NCTA) suggested that ATSC could identify a new service type for advanced codecs, thereby building-in the hooks necessary to properly handle a new codec in the main stream. Mr. Allison addressed some of the technical issues relating to a new service type; he said the concept has merit.

Chairman Davis, noting the “codec poll” discussion scheduled for tomorrow’s TSG meeting, asked Mr. Rast and Mr. Miller to brief the committee on where the advanced codec work currently stands in TSG. Mr. Miller said TSG will be asked to request that PC develop a supporting business case for advanced codecs. He noted that the lack of compelling business cases is a key problem for any advanced codec application—not just E-VSB. Discussion followed on the target timeline for the work that PC is expected to be asked to take on (six months).

Mr. Allison expressed strong reservations about “coupling” of the PC business case with technical work in TSG. He said we need to move carefully here. He emphasized that the PC can be constructive in this process, but that coupling is unwise.

Charles Einolf (UPN) said the transition from one codec to multiple codecs is a critical issue that requires careful planning, adding that it is entirely appropriate for PC to focus on transition scenarios.

Mr. Tanner said the most important question for today is whether the PC wants to put something in place so that—should TSG formally request PC to look into the advanced codec issue—the committee can begin work immediately, and not wait until the December PC meeting. Chairman Davis said he was in favor of planning for potential work on new codecs within PC. He suggested that the PC’s most valuable contribution here might be development of a transition plan, which could clarify the business issues at hand. Mr. Rast observed that there is no need to create a standard if there is no business case to use it. Therefore, he said the PC work should focus primarily on business needs.

Mr. Richer urged members to focus on developing positively focused recommendations regarding jump-bar and implementation/transition issues. He said it would be useful for Chairman Davis to go to TSG tomorrow and state that PC has made progress on advanced codec issues and would be willing to take on the work being requested.

Mr. Einolf said the advanced codec issue boils down to a transition issue, which is fundamental to planning. He said the PC has a significant role to play in this regard.

Following up on a suggestion by Mr. Tanner, Chairman Davis proposed that a group be formed to come up with business case scenarios for further consideration by the PC. Brian Smith noted that development of a business case, or business plan, naturally should include a transition plan. Mr. Henderson added that a business plan and transition plan are two separate items; he said we need both.

Chairman Davis solicited volunteers to work on an AHG to study business needs, timing, and related issues. Volunteers included a representative from ABC, Mr. Einolf, Brian Smith, Brian

Markwalter (CEA), Mr. Todd, Mr. Allison, Mr. Tanner, Mr. Reitmeier, Mr. Streeter, a representative from Zenith, Mr. Henderson, Mr. Fang, and one or more additional representatives from CBS. The draft charge for the group is as follows:

“To develop a transition and business plan (including relative timing) to facilitate reaching consensus within ATSC concerning the use of advanced codecs in the main stream and/or in E-VSB.”

Naming of a chair for the AGH was deferred to the first meeting of the committee. A tentative meeting date was set for October 11 from 10:00 a.m. until 4:00 p.m. in the Washington, D.C., area. Chairman Davis said he will report to TSG tomorrow that because of the importance of this work, PC plans on proceeding with the effort, and invites feedback from TSG.

Chairman Davis assigned an action item to Mr. Paxinos to complete the draft report of the Advanced Codec AHG and post the final report to the PC reflector.

12. ACAP DEMONSTRATION PROJECT PLANNING

Chairman Davis noted that the ATSC Advanced Common Application Platform (ACAP) standard for interactive television has been published (A/101). He reminded the committee that the ATSC Board of Directors has suggested the Planning Committee coordinate a trial and demonstration of ACAP technology as a way of establishing a framework for future implementations.

Mr. Richer said he envisions 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 could be late this year or early next year.

At the May 11 meeting, the PC formed an AHG to explore the concept of an ACAP field trial; members of the group are Mr. Reitmeier, Jimmy Goodmon (Capitol Broadcasting), Mr. Luplow, Mr. Richer, and Chairman Davis.

Chairman Davis, acknowledging the importance of this work, said the AHG hopes to make progress on this effort over the next month or so.

Mr. Richer noted that the official launch of ACAP in Korea is set for December.

13. REPORT ON INDUSTRY EDUCATION AND TRAINING (JERRY WHITAKER)

Mr. Whitaker reminded the committee that the education and training activities of the Implementation Subcommittee were transferred to the Planning Committee earlier this year. He went on to provide an update on current activities, specifically:

- The *IEEE Proceedings Special Issue on Digital Television* project is winding down, with about half of the technical papers submitted to IEEE for production. He said the project is on time and will likely be wrapped up within the next 3 to 4 weeks. Mr. Whitaker went on to thank all of the contributors and reviewers who assisted in preparation of the papers. He said special thanks goes to the other members of the ATSC Guest Editor Board—Yiyuan Wu (CRC), Tom Gurley (consultant), Graham Jones (NAB), Rich Chernock (Triveni), and Mr. Reitmeier.
- ATSC will be participating in several educational seminars over the next couple of months. Among the venues are: 1) the Iowa DTV Symposium, 2) SBE Ennes Dallas seminar, and 3) SBE Ennes Boston seminar.
- The “ATSC Update” column in *Television Technology* magazine is on the schedule again for 2006. Mr. Whitaker expressed appreciation to the editors of TTV for their support of ATSC activities.

- The “Guide to DTV Standards” on the ATSC Web site has been updated to reflect recently-approved documents. Mr. Whitaker noted that the scope of the project has been narrowed to focus on ATSC documents. He explained that the broad approach of the original effort had become unmanageable.

Mr. Whitaker also called attention to the *ATSC Standard* newsletter and the monthly e-mail *Descriptor*. He said these documents provide excellent vehicles for getting news out about ATSC projects. He encouraged any members with ideas for possible articles to contact him or Lisa Hester.

14. OUTSIDE THE BOX THOUGHTS ON FUTURE TECHNOLOGIES

Chairman Davis reminded the committee of the genesis of this agenda item. Specifically, at the May 11 meeting 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. Mr. Richer said the committee might want to devote time to brainstorming and thinking outside the box. Chairman Davis suggested that the previous discussion relating to advanced codec transitioning had adequately addressed this agenda item; the committee agreed.

15. OTHER BUSINESS

15.1 IPTV

Mr. Todd noted recent activity and interest in the area of Internet television (IPTV) and suggested that PC might want to consider looking in this area. Chairman Davis commended that some broadcasters are currently involved in IP-based program and commercial distribution within and among facilities. He said he was uncertain whether there is a need for work in this area.

Mr. Allison pointed out that the consumer element of IPTV—distribution to consumers of video content—is another issue altogether. Mr. Miller said there are questions with regard to interoperability of different IPTV systems intended to serve consumers. Mr. Krauss said there are already proprietary products in this area. He questioned whether there was work here for ATSC.

Mr. Reitmeier noted that the other element of IPTV is the IP equivalent of a plug-and-play private alternate delivery mechanism. Mr. Allison observed that IP over MPEG was also possible.

Mr. Todd said that broadcasters should be concerned with the transmitted quality of their program material over IPTV; however, he suggested, telco distributors are unlikely to preserve the same quality as that provided over the air. He said there are a number of items that broadcasters might want to influence or specify.

Mr. Markwalter noted that TIA has begun work on video and multimedia services that are one-way to portable devices. Mr. Richer suggested a future PC agenda item on the prospects for broadcast signals migrating to portable and mobile applications. A good start, he commented, would be a presentation on possible applications and features IPTV that relate to digital television.

16. ACTION ITEMS REVIEW

The following action items were developed at today’s meeting. Items carried forward from a previous meeting are noted by [meeting date].

- 1) Robert Blanchard to pursue participation in the PVR AHG by a Sony representative (or another CE manufacturer). [2005-05-11]
- 2) Chairman Davis to present to the ATSC Board of Directors the Low Bitrate Video/Audio Program Streams Requirements Document, as amended at the May 11 meeting. [2005-05-11]
- 3) 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. [2005-05-11]
- 4) Chairman Davis to present the revised draft PC Scope to the ATSC Board of Directors for consideration at its next meeting.
- 5) Jerry Whitaker to repost AS-073 to the “admin” reflector calling attention to the effort and inviting interested persons to participate in the project in order to move it forward.
- 6) Garry Paxinos to complete the output report of the Advanced Codec AHG and post the document to the PC reflector.

17. NEXT MEETING DATES

Chairman Davis noted that the next meeting of the Planning Committee will be held on December 13. He said the scheduled for 2006 is as follows:

- 7 February 2006
- 11 May 2006
- 26 September 2006
- 12 December 2006

18. ADJOURNMENT

There being no further business before the Planning Committee, the meeting was adjourned at 4:00 p.m. EDT.

Attachments

Attachment 1: PC-091, Attendance List

http://www.atscmembers.org/sg/AS/2005_09_20_Meeting/PC-095_2005-09-20_attendance.xls

Attachment 2: PC-089, Draft Agenda

http://www.atscmembers.org/sg/AS/2005_09_20_Meeting/PC-089_Draft%20Agenda.doc

Attachment 3: PC-085, Draft Minutes of May 11 Meeting

http://www.atscmembers.org/sg/AS/2005_09_20_Meeting/PC-085.doc

Attachment 4: PC-086, Draft Scope Revision

http://www.atscmembers.org/sg/AS/2005_09_20_Meeting/PC-086_Draft%20Scope%20Revision.doc

Attachment 5: PC-086, Redline Draft Revised Scope

http://www.atscmembers.org/sg/AS/2005_09_20_Meeting/PC-086r1_Draft%20Scope%20Revision.doc

Attachment 6: S22 Data Exchange WG Report

http://www.atscmembers.org/sg/AS/2005_09_20_Meeting/PC-093_SMPTE%20S22-10%20Update.ppt

Attachment 7: PC-092, Advanced Coded AHG Draft Report

http://www.atscmembers.org/sg/AS/2005_09_20_Meeting/PC-092_Recommendation%20ATSC%20PC%20Ad%20Hoc%20Group%20on%20LBR%20Codecs.doc