

## Minutes ATSC Planning Committee

7 February 2006, 10:00 a.m. 4:00 p.m.  
Wiley Rein & Fielding LLP, 1776 K St. NW, 4th Fl. Conference Room,  
Washington, DC

### 1. WELCOME AND INTRODUCTIONS

Chairman Sterling Davis (Cox Broadcasting) called the meeting to order at 10:00 a.m. at the Headquarters of Wiley Rein & Fielding LLP in Washington, D.C. He thanked WRF 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 February 3 (**Attachment 2**). No changes were requested and the draft agenda was approved as submitted.

### 3. APPROVAL OF DRAFT MINUTES FROM THE LAST MEETING

Chairman Davis asked for consideration of the draft Minutes of the December 13 meeting, posted to the PC reflector on January 27 (**Attachment 3**). No changes were requested and the document was approved as submitted.

### 4. REVIEW OF ACTION ITEMS FROM THE LAST MEETING

- 1) Chairman Davis to develop a draft NWIP based on AS-023r1 and circulate the document for comment, requesting commitments from organizations willing to support the work.  
*Completed.*
- 2) Chairman Davis to develop a draft NWIP based on AS-055 and circulate the document for comment, requesting commitments from organizations willing to support the work.  
*Completed.*
- 3) Chairman Davis to develop a draft NWIP based on AS-065 and circulate the document for comment, requesting commitments from organizations willing to support the work.  
*Completed.*
- 4) Chris Lennon to prepare a presentation for PC on potential business opportunities for hand-held and/or mobile applications.  
*Carried forward.*
- 5) Art Allison to work up a “thought piece” document on the possibility of decoupling markets and standards, including potential niche market applications, and post it to the PC reflector for additional discussion and input.  
*Completed.*
- 6) Chairman Davis to develop a draft NWIP based on AS-073 and circulate the document for comment, requesting commitments from organizations willing to support the work.  
*Completed.*
- 7) Jerry Whitaker to work with Jon Dakss to distribute a note to the ATSC “admin” reflector calling attention to the ACAP demonstration project and inviting participation.

*Carried forward.*

## **5. CHAIRMAN'S OPENING REMARKS**

Chairman Davis announced that he will be stepping down as Chair of the Planning Committee at the end of this meeting. He said that Graham Jones (NAB) has been selected by the ATSC Board of Directors to serve as the new PC Chair. He thanked committee members for their contributions over the years during his tenure as Chair.

Mr. Jones said he is pleased to serve as PC Chair. He acknowledged the support and confidence of the Board in naming him to this post.

## **6. COMMENTS FROM THE ATSC PRESIDENT (MARK RICHER)**

Mr. Richer add his congratulations to Mr. Jones for being named to chair the ATSC Planning Committee. He acknowledged the hard work of Chairman Davis in this position.

Other items covered in Mr. Richer's report included the following:

- Two new ATSC staff members have been hired and will start work within the next week or so—Lindsay Sheldon-Gross, Director of Communications, and Meredith Friday, Office Manager.
- Planning continues for the DTV Hot Spot at NAB 2006. Mr. Richer encouraged any companies interested in participating in the exhibit to contact him as soon as possible.
- The ATSC Annual Meeting is set for May 10; additional information will be forthcoming as details are finalized.

## **7. STATUS OF DRAFT NWIP DOCUMENTS**

### **7.1 EAS**

Chairman Davis called attention to the draft NWIP dealing with emergency alerting, PC-111r1, which was distributed to the PC reflector on January 27 (**Attachment 4**). Mark Eyer (Sony) observed there may be some overlap in work currently underway within SCTE. Mr. Richer suggested that language could be included in Section 5 of the document, such as: "This work should be coordinated with other organizations working in this area, including SCTE and CEA (specifically ANSI Joint Standard 42)."

Mr. Richer noted a suggestion by Yiyan Wu (CRC) that the TxID watermark developed for A/110 might also be referenced in the Scope section of the document. Mr. Allison agreed and suggested an edit to the first sentence of Section 2 to include the TxID.

Further discussion focused on the optimum timeline for work on EAS, the scope of the effort, and role of ATSC in this process. It was noted that the FCC is really the driving force in any EAS solution, and that perhaps a fundamental strategy should be in place before moving forward. Mr. Richer observed that emergency alerting trials are underway and that ATSC might play a role in further developing these pilot systems. Chairman Davis acknowledged the current government efforts with regard to EAS, but argued there is work to be done by ATSC before a systems is finalized.

Chairman Davis asked for volunteers to edit the document over the lunch break to address concerns voiced during the discussion. Jeff Krauss (NCTA) offered to lead the work. Chairman Davis encouraged interested persons to work with him to finish the document.

### **7.2 Low Bitrate Video**

Chairman Davis called attention to the draft NWIP dealing with low bit rate video, PC-110r2, posted to the PC reflector on January 31 (**Attachment 5**). Chairman Davis noted that four

organizations have committed to support this work (as listed in Section 4). He expressed the hope that upon distribution to a wider audience, additional support would be forthcoming.

Procedural questions regarding the process for starting new work within ATSC were answered by Mr. Richer. Further discussion focused on the issue of identifying and securing sufficient support for moving an NWIP forward. Craig Tanner (Sharp) suggested methods of providing additional input to the Board on the NWIP process that could help the Board decide whether the industries affected by the proposed work really want what is being proposed. Specifically, in addition to identifying organizations that are willing to work on the project, a list could be developed of organizations that would implement the technology once developed. This idea received support from several other members.

John Henderson (Hitachi) suggested that the scope of PC-110r2 should be updated to reflect recent work in TSG/S6 on low delay and still pictures. He said the document needs to be clear regarding how the NWIP relates to work currently underway.

Andy Bater (Tribune) observed there may not be a need for a standard in this area. He added, however, there is a very real need for a Recommended Practice to solve problems currently facing broadcasters. He urged that the NWIP be recast in that light. William Miller (ABC) Miller agreed.

Chairman Davis observed the consensus of the committee to ask TSG to produce a Recommended Practice on low bit rate audio and video within the existing framework of A/53, using the guidance developed by ATSC subgroups over the years and document AS-055 ("Requirements for Low Bit-Rate Video and Audio Streams"). He asked incoming Chair Graham Jones to report this consensus to TSG at its February 8 meeting.

Mr. Allison suggested that educational activities in this area could help to solve the problems being experienced in the field. He urged that the PC Education and Training AHG look into this need.

Chairman Davis asked for volunteers to redraft the NWIP to focus on new opportunities, rather than solving a current problem. Walt Husak (Dolby), Sheau Ng (NBC Universal), Wayne Luplow (Zenith), and Chairman Davis volunteered to work on the project.

The meeting broke for lunch at 12:00 p.m.

The meeting resumed at 12:55 p.m.

Chairman Davis returned to agenda item #7.1. Mr. Krauss called attention to the revision of PC-111r2 worked-up during the lunch break (**Attachment 6**). He summarized the proposed changes and the reasoning behind those changes. Discussion followed on specific items in the document. The final version is given in **Attachment 7**.

Chairman Davis observed the consensus of the committee that PC-111r3 be forwarded to the Board with a recommendation that the NWIP move forward. Prior to delivery to the Board, Chairman Davis will verify that all persons on the original NWIP will support the revised NWIP, after which the document will be posted to the ATSC "admin" reflector soliciting additional support.

### 7.3 Streaming Text Data

Chairman Davis called attention to the draft NWIP dealing with streaming text data, PC-108r3, posted to the PC reflector on January 19 (**Attachment 8**). Noting that no edits have been proposed, he took an action item to forward the document to the ATSC "admin" reflector to solicit additional support.

#### 7.4 DVRs

Chairman Davis called attention to the draft NWIP dealing with digital video recorders, PC-109r2, posted to the PC reflector on January 25 (**Attachment 9**). Noting that no edits have been proposed, he took an action item to forward to the document to the ATSC “admin” reflector to solicit additional support.

### 8. IMPLEMENTATION ISSUES REGARDING DIRECTED CHANNEL CHANGE

Chairman Davis noted that there was no new action to report on this item, and that Steve Smith (Liberty), who suggested the topic, was not present at today’s meeting. As such, he suggested the committee defer this item to the next PC meeting. The committee accepted this approach.

### 9. DISCUSSION/BRAINSTORMING SESSION

Chairman Davis reminded the committee that Mr. Allison was asked at the December 13 meeting to work up a “thought piece” document on the possibility of decoupling markets and standards, including potential niche market applications, and post the document to the PC reflector for additional discussion and input. The document, PC-112, was posted by Mr. Allison on January 12 (**Attachment 10**). Chairman Davis asked Mr. Allison to walk the committee through his document.

#### 9.1 Decoupling Markets and Standards, Art Allison

Mr. Allison outlined in some detail the fundamental points in his presentation. A wide-ranging discussion followed, with views offered by committee members. Among the points made in the discussion were:

- Consideration of deployment issues is an important element when evaluating new work items.
- It is very difficult to divorce business interests from technology development.
- A balance needs to be struck between addressing current issues and planning for technologies that will permit major feature enhancements.
- Developing a standard is akin to a corporate research and development project; before setting out to create a standard we should be certain there is a clear need for the standard.
- In the development of a NWIP, we need to identify two types of “supporters”: 1) those who are willing and able to work on development of the standard, and 2) those who would be interested in implementing the standard once it is developed.
- One size does not fit all. For some standards, there may be a large role for the Planning Committee; in other cases there may be only a small role.
- The Planning Committee needs to be flexible in addressing transition issues that might arise during the development of a standard.
- The Planning Committee might consider facilitating the creation of “user groups” to focus on the implementation of new technologies.
- It may be appropriated for the Planning Committee to be more closely involved in the development of requirements for a new standard. Currently, specific requirements are usually developed at the specialist group level.

Chairman Davis suggested that the committee continue this discussion at the next meeting, focusing on specific steps it could take to address some of the points raised today. He took an action item to add this topic to the agenda for the May meeting.

## 10. REPORTS FROM PC AD-HOC GROUPS

### 10.1 PC-1, New Codec Issues (John Henderson, Bill Miller)

Mr. Miller outlined the current status of work in the AHG. He said there was a meeting on January 20 and that the discussions have been productive. He said the committee has been working to find common ground, recognizing that developing a transition plan is a difficult task. He noted that several action items are pending.

### 10.2 ACAP Demonstration Project (Jonathan Dakss)

Chairman Davis reviewed the status of this effort, led by Jon Dakss (NBC Universal). Other members of the ACAP Demonstration Project AHG are Glenn Reitmeier (NBC), Jimmy Goodman (Capitol Broadcasting), Wayne Luplow (Zenith), Mr. Richer, and Chairman Davis. He noted that Mr. Whitaker has an open action item to work with Mr. Dakss to bring attention to the project via a posting to the ATSC “admin” reflector.

### 10.3 Managing Technology and Innovation, a DTV Roadmap (Mark Richer)

Chairman Davis provided an update on the DTV Roadmap project, the objective of which is to bring together broadcast and CE executives. He said the AHG needs to meet again and resume work on the project. Mr. Richer reported that the ATSC Board of Directors has undertaken a study of strategic planning for the future.

Chairman Davis 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.

### 10.4 International Participation (Wayne Luplow)

Mr. Luplow reported that progress is slow on this AHG, but that it remains a high priority. He encouraged interested persons to assist in this effort.

### 10.5 Industry Education and Training (Jerry Whitaker)

Mr. Whitaker provided an update on current educational activities, specifically:

- The *IEEE Proceedings Special Issue on Digital Television* project has been completed and the issue has been published. Mr. Whitaker thanked 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—Yiyan Wu, Tom Gurley, Graham Jones, Rich Chernock, and Glenn Reitmeier.
- ATSC, in cooperation with SBE, is organizing a one-half-day seminar focusing on digital electronic news gathering (ENG). Set for February 21, the program will be held in conjunction with the 11th Annual Hollywood Post Alliance Technology Retreat in Palm Springs. The seminar will review the current ENG landscape and discuss what next-generation services and equipment will be needed to meet emerging broadcast requirements. Program details and registration information can be found on the ATSC Web site: <http://www.atsc.org/seminars/2006/techretreat06.html>
- The “ATSC Update” column in *Television Technology* magazine continues. The next column will focus on the ENG Communications work underway in S3, which originally began in PC.

## 11. LIAISON

### 11.1 ATSC Technology and Standards Group

Mr. Miller noted that the next TSG meeting will be held tomorrow. He said there were no specific items to bring to the attention of the Planning Committee.

### 11.2 SMPTE S.22 (Chris Lennon)

Mr. Lennon reported good progress on the SMPTE S.22 work, with a high level of participation in the effort (**Attachment 11**). The goal, he said, is to develop a standardized means of data exchange among traffic, automation, and digital content distribution systems. He noted that an aggressive timeline for completion has been set because of marketplace pressures to finish the work. Current efforts are focused on the following:

- Completing the main schema work
- Developing the configuration elements schema
- Liaison with TSG/S1 on expanded PMCP compliance
- Work on an RP or EG

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

## 12. ACTION ITEM REVIEW

The following action items were developed at today's meeting:

- 1) Chris Lennon to prepare a presentation for the Planning Committee on potential business opportunities for hand-held and/or mobile applications. [2005-12-13]
- 2) Jerry Whitaker to work with Jon Dakss to distribute a note to the ATSC "admin" reflector calling attention to the ACAP demonstration project and inviting participation. [2005-12-13]
- 3) Graham Jones to report to TSG the consensus of the Planning Committee that TSG should produce a Recommended Practice on proper delivery of low bit rate audio and video within the existing framework of A/53, using the guidance developed by ATSC subgroups and document AS-055.
- 4) Walt Husak, Sheau Ng, Wayne Luplow, and Sterling Davis to redraft the NWIP on low bit rate video (PC-110r2) to focus on new opportunities, rather than solving a current problem.
- 5) The Chairman to post PC-111r3 on emergency alerting, as revised at today's meeting, to the ATSC "admin" reflector to solicit support for the project, after which he will present it to the Board for formal consideration. The Chairman will report the consensus of PC that this NWIP should move forward. Prior to posting to the "admin" reflector, the Chairman will confirm that the organizations previously committed to supporting the work are comfortable with the revised wording of the document.
- 6) The Chairman to forward PC-108r3 on streaming text data to the ATSC "admin" reflector to solicit support for the project.
- 7) The Chairman to forward PC-109r2 on DVR features to the ATSC "admin" list to solicit support for the project.
- 8) The Chairman to add the following item to the PC agenda for the May 11 meeting: "Role of PC in Considering the Functionality of Proposed New Work and Otherwise Supporting the Development of the NWIP."

## 13. NEXT MEETING

Chairman Davis noted that the next meeting of the Planning Committee will be held on 11 May 2006. Other meetings this year include:

- 26 September 2006
- 12 December 2006

**14. ADJOURNMENT**

There being no further business before the committee, the meeting was adjourned at 3:07 p.m. EST.

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## Attachments

**Attachment 1.**

## Attendance list

Andy Bater	Tribune
Art Allison	NAB
Arturo Rodriguez	Scientific-Atlanta
Bob Rast	Micronas
Brian Smith	Phillips
C.B. Patel	Samsung (consultant)
Charles Einolf	CBS/CW (consultant)
Chris Lennon	Harris
Craig Tanner	Sharp
Garry Paxinos	USDTV
Graham Jones	NAB
James Fang	Mitsubishi
Jeff Krauss	NCTA (consultant)
Jerry Whitaker	ATSC
John Henderson	Hitachi
Mark Eyer	Sony
Mark Richer	ATSC
Paul Snopko	Techwell
Sterling Davis	Cox Broadcasting
Wayne Luplow	Zenith
William Miller	ABC-TV
Phone Participants	
Dick Streeter	CBS
Ren McMann	CBS
Rich Annibaldi	Pioneer
Sheau NG	NBC Universal
Walt Husak	Dolby



## Attachment Links

**Attachment 2.** PC-104, Draft Agenda

[http://www.atscmembers.org/sg/AS/2006\\_02\\_07\\_Meeting/PC-104\\_Draft%20Agenda%2006%2002%2007.doc](http://www.atscmembers.org/sg/AS/2006_02_07_Meeting/PC-104_Draft%20Agenda%2006%2002%2007.doc)

**Attachment 3.** PC-100, Draft Minutes of December 13 Meeting

[http://www.atscmembers.org/sg/AS/2006\\_02\\_07\\_Meeting/PC-100\\_Minutes.doc](http://www.atscmembers.org/sg/AS/2006_02_07_Meeting/PC-100_Minutes.doc)

**Attachment 4.** PC-111r1, Draft NWIP on Emergency Alerting

[http://www.atscmembers.org/sg/AS/2006\\_02\\_07\\_Meeting/PC-111r1\\_NWIP\\_Alerting\\_Draft.doc](http://www.atscmembers.org/sg/AS/2006_02_07_Meeting/PC-111r1_NWIP_Alerting_Draft.doc)

**Attachment 5.** PC-110r2, Draft NWIP on Low Bit Rate Video

[http://www.atscmembers.org/sg/AS/2006\\_02\\_07\\_Meeting/PC-110r2\\_NWIP\\_Low\\_Bit\\_Draft.doc](http://www.atscmembers.org/sg/AS/2006_02_07_Meeting/PC-110r2_NWIP_Low_Bit_Draft.doc)

**Attachment 6.** PC-111r2, Draft NWIP Revision

[http://www.atscmembers.org/sg/AS/2006\\_02\\_07\\_Meeting/PC-111r2\\_NWIP\\_Alerting\\_Draft-JK-2.do](http://www.atscmembers.org/sg/AS/2006_02_07_Meeting/PC-111r2_NWIP_Alerting_Draft-JK-2.do)

**Attachment 7.** PC-111r3, Final Revision of NWIP

[http://www.atscmembers.org/sg/AS/2006\\_02\\_07\\_Meeting/PC-111r3\\_NWIP\\_Alerting\\_Draft.doc](http://www.atscmembers.org/sg/AS/2006_02_07_Meeting/PC-111r3_NWIP_Alerting_Draft.doc)

**Attachment 8.** PC-108r3, Draft NWIP on Streaming Text

[http://www.atscmembers.org/sg/AS/2006\\_02\\_07\\_Meeting/PC-108r3\\_NWIP\\_Streaming\\_Text\\_Draft.doc](http://www.atscmembers.org/sg/AS/2006_02_07_Meeting/PC-108r3_NWIP_Streaming_Text_Draft.doc)

**Attachment 9.** PC-109r2, Draft NWIP on DVR

[http://www.atscmembers.org/sg/AS/2006\\_02\\_07\\_Meeting/PC-109r2\\_NWIP\\_DVR\\_Draft.doc](http://www.atscmembers.org/sg/AS/2006_02_07_Meeting/PC-109r2_NWIP_DVR_Draft.doc)

**Attachment 10.** PC-112, Standards Process

[http://www.atscmembers.org/sg/AS/2006\\_02\\_07\\_Meeting/PC-112\\_StdProcess.ppt](http://www.atscmembers.org/sg/AS/2006_02_07_Meeting/PC-112_StdProcess.ppt)

**Attachment 11.** Attachment 1. SMPTE S.22 Working Group Update

[http://www.atscmembers.org/sg/AS/2006\\_02\\_07\\_Meeting/PC-117r0-Data-Exchange-WG-Update.ppt](http://www.atscmembers.org/sg/AS/2006_02_07_Meeting/PC-117r0-Data-Exchange-WG-Update.ppt)