

**Minutes:
ATSC Planning Committee**

11 May 2006, 1:00 p.m. until 5:00 p.m. EDT
Westfield Marriott, Chantilly, VA

1. WELCOME AND INTRODUCTIONS

Chairman Graham Jones (NAB) called the meeting to order at 1:15 p.m. at the Westfield Marriott Hotel in Chantilly, VA. He asked each member to identify him or herself. The attendance list is given in **ATTACHMENT 1**.

2. APPROVAL OF DRAFT AGENDA

Chairman Jones asked for consideration of the draft agenda, which was posted to the PC reflector on April 17, with the latest update posted on May 5 (**ATTACHMENT 2**). He suggested the addition of a new item, "Proposed Group to Examine New DTV Transmission Capabilities," to follow agenda item 10. This change was accepted by the committee. No further changes were requested and the draft agenda was approved as amended.

3. APPROVAL OF DRAFT MINUTES FROM THE LAST MEETING

Chairman Jones asked for consideration of the draft Minutes of the February 8 meeting, posted to the PC reflector on April 17 (**ATTACHMENT 3**). He called attention to several editorial corrections, which were accepted by the committee. No further 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 last meeting of the Planning Committee:

- 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]
Closed. On agenda.
- 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]
Completed.
- 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.
Completed.
- 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.
Completed. On agenda.
- 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.

Completed. On agenda.

- 6) The Chairman to forward PC-108r3 on streaming text data to the ATSC “admin” reflector to solicit support for the project.

Completed. On agenda.

- 7) The Chairman to forward PC-109r2 on DVR features to the ATSC “admin” list to solicit support for the project.

Completed. On agenda.

- 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.”

Completed.

5. CHAIRMAN’S OPENING REMARKS

Chairman Jones thanked Sterling Davis (Cox Broadcasting) for his help in the transition of Chairs. He recognized Mr. Davis’s three years’ service to the Planning Committee.

6. COMMENTS FROM THE ATSC PRESIDENT (MARK RICHER)

Mark Richer (ATSC) said there were no new items to report.

7. REPORTS FROM PC AD-HOC GROUPS

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

John Henderson (Hitachi) outlined the current status of work in the AHG. He said there has been little progress over the past two months, but he expressed the hope that the AHG could get going again over the summer. He said the committee has been working to find common ground, recognizing that developing a transition plan is a difficult task.

Chairman Jones urged the committee to examine the various transition strategies being considered by different groups, and to bring back appropriate recommendations as soon as possible.

Bob Rast (Micronas) suggested that the international implications of new codec options should be considered. Ira Goldstone (Tribune) reported on work along a similar path within MSTV, which he said might provide valuable input to the PC-1 AHG effort. He promised to keep PC updated on this work.

Discussion followed on what is practical with regard to consensus on this subject, and the difficulty of characterizing what may be proprietary business plans. Mr. Richer suggested that the AHG develop some usage or application scenarios, both linear and non-real-time. He said this could help to focus the discussion in order to build a consensus.

Chairman Jones asked the PC-1 AHG to come back at the next PC meeting with an update on their progress.

7.2 ACAP Field Trial (Jonathan Dakss)

Jon Dakss (NBC Universal) reported on a meeting held earlier today to launch the ACAP field trial project. He said attendance at the meeting was very good, with a high level of interest in the project. Mr. Dakss said there were two basic phases planned for this effort:

- **Phase 1:** A standalone demonstration of ACAP applications “broadcast” to and run on ACAP and OCAP receivers. This would include PC, STB, and TV looping video and ACAP applications on multiple channels.
- **Phase 2:** Field trial in select market(s) of ACAP applications broadcast over airwaves to and run on ACAP and OCAP receivers. This would include viewers in select homes able to run one or more ACAP applications on one or more channels.

Mr. Dakss outlined the overall goals of the field trial, specifically:

- Raise awareness for broadcasters of content and business opportunities
- Raise awareness for local stations of content and business opportunities
- Demonstrate the interoperability of ACAP and OCAP

Among the items discussed during this morning’s meeting were: 1) the relationship and interoperability of ACAP and OCAP, 2) the availability of ACAP receiving devices, 3) possible updates required for ACAP to bring it into agreement with elements of OCAP, 4) the importance of bringing MSOs into this project, and 5) the companies and organizations that could be brought into this project.

Discussion followed on the logistics of how the field trial might evolve, and the persons needed to make it happen. Mr. Dakss said he hopes to get the first phase of the project off the ground before the end of this year. Mr. Richer suggested that a major demonstration and session at the 2007 NAB Convention Broadcast Engineering Conference would be important.

An overview of the planned ACAP field trial project is given in **ATTACHMENT 4**.

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

Mr. Richer reported that this project has been overtaken by events, specifically the Board of Directors strategic planning process. He recommended that this group be dissolved. Chairman Jones and the committee agreed.

7.4 International Participation (Wayne Luplow)

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

Mr. Luplow pointed out the importance of international participation in ATSC, citing the considerable work done in Korea to develop advanced DTV applications such as ACAP. He said international participation in the work of ATSC is difficult to accomplish, but is important just the same. He acknowledged that a good level of participation from Korean and Canadian specialists has been achieved, but that work remains to bring South American countries into ATSC work.

7.5 Industry Education and Training (Jerry Whitaker)

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

- ATSC, in cooperation with SBE, organized a one-half-day seminar focusing on digital electronic news gathering (ENG). The program was held in conjunction with the 11th Annual Hollywood Post Alliance Technology Retreat in Palm Springs. The seminar reviewed the current ENG landscape and discussed what next-generation services and equipment will be needed to meet emerging broadcast requirements.
- ATSC is planning on participating in the 2007 Technology Retreat, with details to be finalized later in the year.
- The “ATSC Update” column in *Television Technology* continues to be a regular item in the magazine. The next column will focus on the ACAP field trial project.
- The next issue of the IEEE BTS Newsletter will include an article on technical details of the ACAP standard.

- ATSC will be participating in two upcoming SBE Ennes Workshops—one in Alabama and the other in New York. Mr. Whitaker thanked participating contributors for their efforts.
- The ATSC will participate in the 2007 Iowa DTV Symposium in the Fall. This marks the third year that ATSC has made a presentation at this event.

8. STATUS OF NWIP DOCUMENTS

8.1 Advanced Emergency Alerting

Chairman Jones reported that the latest version of the advanced emergency alerting NWIP, PC-119r9 (**ATTACHMENT 5**), was considered by the Board of Directors earlier today. He noted that eight organizations have committed to work on this project.

Chairman Jones reported that some concerns were raised at the Board meeting, and that the Board directed him to work with CEA and SCTE to confirm there would be no conflict with work underway in other industries. Following resolution of any outstanding issues, and possible editing of the document, the NWIP will go back to the Board for review and final approval.

Brian Markwalter (CEA) outlined some of the issues discussed at the Board meeting. Andy Scott (NCTA) noted that he supports the concepts outlined in the NWIP; he simply wants to make sure the document is properly scoped. He noted that work in this area has been underway within the cable industry for some time.

Chairman Jones outlined how he plans to move forward on this document, specifically, he will:

- 1) Work with CEA and NCTA to work out appropriate changes, if needed.
- 2) Confirm that the organizations who have committed to support the work find the revised wording acceptable to them.
- 3) Circulate the updated document to the Board of Directors for a final OK.
- 4) Post the final version of the NWIP to the PC reflector for informational purposes.

8.2 Low Bitrate Video

Chairman Jones reviewed the current status of this document, noting that at the last PC meeting a small group of members (Walt Husak, Dolby; Sheau Ng, NBC Universal; Wayne Luplow, Zenith; and Sterling Davis, Cox Broadcasting) was charged with redrafting this NWIP to focus on new opportunities, rather than solving a current problem. The current version of this document is PC-110r5 (**ATTACHMENT 6**).

Chairman Jones asked the AHG formed at the last meeting to modify PC-110r5 in light of comments received since the last posting. The committee agreed to this action.

Chairman Jones reviewed the action planned by TSG/S6 relating to the suggested Recommended Practice on low bit rate video. He said the original work item from the February 8 meeting was out of scope in that it directed TSG to develop a Recommended Practice; that function is reserved for the ATSC Board. He said the following revised wording has been agreed to by an AHG consisting of Mr. Richer, Mr. Miller, Pat Waddell (Harmonic, Chair of TSG/S6), and Chairman Jones

“TSG/S6 is to examine the technical issues related to the proper delivery of low bit rate audio and video within the existing framework of A/53 and recommend potential action to TSG for consideration. In this work, TSG/S6 should use guidance developed by the Planning Committee, TSG/S8, and document PC-055.”

8.3 Streaming Text Data

Chairman Jones called attention to PC-108r3, “New Work Item Proposal on Streaming Text Data” (**ATTACHMENT 7**). He reviewed the current status of the document, noting that only two organizations have signed-up to work on this project. He suggested that this NWIP be dropped from consideration. The committee agreed.

8.4 DVRs

Chairman Jones called attention to PC-109r5, “New Work Item Proposal on Unlocking the Potential of DVRs” (**ATTACHMENT 8**). He reviewed the current status of the document, noting that only three organizations have signed-up to work on this project so far. Mr. Richer suggested that PC put this effort on hold pending the outcome of the strategic planning process. The committee accepted this approach.

9. ROLE OF PC IN CONSIDERING THE FUNCTIONALITY OF PROPOSED NEW WORK AND OTHERWISE SUPPORTING THE DEVELOPMENT OF THE NWIP

Chairman Jones reminded the group that this agenda item evolved from a discussion at the February 8 PC meeting on the general topic of the New Work Item Proposal process. He invited discussion on this subject. There was none.

10. IMPLEMENTATION ISSUES REGARDING DIRECTED CHANNEL CHANGE (STEVE SMITH)

Steve Smith (Liberty) reviewed the genesis of this agenda item. He noted there was previous work in the Implementation Subcommittee and later in the Application Subcommittee on DCC. He reviewed the scope of what was envisioned for this effort, and offered suggestions on how the project might move forward. Mr. Smith said a background document is available, but added that it is a bit dated. He said there remains a question of whether virtual channel switching, as envisioned in DCC, is practical.

Mr. Richer suggested that some of the functions intended for DCC could now be accommodated through different mechanisms. Chairman Jones said that, if there were implementation problems, they should be fixed. Discussion followed on whether there is something broken in the standard.

Chairman Jones took an action item to check with Richard Chernock (Triveni) and Merrill Weiss (MWG) to determine whether there are any known problems with the DCC provisions of A/65.

11. PROPOSED GROUP TO EXAMINE NEW DTV TRANSMISSION CAPABILITIES

Chairman Jones outlined the background on this agenda item. He said the intention is to look at applications that might be enabled by new transmission capabilities of ATSC DTV systems. These include improved indoor reception, and handheld and mobile reception. He suggested that this work could move forward in parallel with work on technical issues in TSG/S9, since the application discussion might point out appropriate modifications or the addition of “hooks” to permit new capabilities at some point in the future.

Chairman Jones sought to frame the scope of this proposal, which he said could serve the needs of both broadcasters and equipment manufacturers. Discussion followed on specifics of the proposed study group. Mr. Richer suggested that the group examine uses for “robust modes” in general, rather than any specific technology. How this effort might overlap the strategic planning work of the Board was also discussed.

Chairman Jones observed the consensus of the committee to move forward with this study group. He said he would work to identify a chair for the AHG and report back to the committee.

12. DISCUSSION/BRAINSTORMING SESSION

12.1 Discussion Point: "Do we need a pedestrian/mobile service, and if so what would we use it for?"

Chairman Jones observed that this agenda item has largely been overtaken by the establishment of an AHG to study new DTV transmission capabilities (above). The committee agreed.

12.1.1 Report on 2006 IEEE International Wireless Symposium (Jerry Whitaker)

Mr. Whitaker reported on this event, held in Las Vegas last month. He called attention to notes from the conference, documented in **ATTACHMENT 9**.

13. LIAISON

13.1 ATSC Technology and Standards Group

Bill Miller (Chair of TSG) had no specific items to report relating to the Planning Committee.

13.2 SMPTE S22.10

Mr. Miller noted that liaison is being considered with SMPTE S22.10 from TSG/S1 regarding possible future efforts with regard to a Recommended Practice on PMCP.

14. ACTION ITEM REVIEW

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

- 1) PC-1 to bring back a report to the PC at the next meeting—including possible usage or application scenarios, both linear and non-real-time, as appropriate.
- 2) The low-bit-rate video NWIP AHG members (Walt Husak, Sheau Ng, Wayne Luplow, and Sterling Davis) to reconsider the NWIP based on comments posted to the PC reflector by Art Allison on March 28 and those voiced during today's meeting. Quoting the February 8 action item: "redrafting this NWIP should focus on new opportunities, rather than solving a current problem."
- 3) Chairman Jones to contact Rich Chernock and Merrill Weiss to determine whether there exist any known problems with the DCC provisions of A/65.
- 4) Chairman Jones to identify a Chair for an AHG on Applications of Improved ATSC Transmission. The first task of the AHG will be to draft a scope of planned work for review by PC.
- 5) Jerry Whitaker to establish the necessary electronic resources for the AHG on the Applications of Improved ATSC Transmission.
- 6) Jerry Whitaker to make his notes relating to the 2006 IEEE International Wireless Symposium available on the ATSC Members Web site.

15. NEXT MEETING

The next meeting of the ATSC Planning Committee will be held on September 26 in the Washington, D.C., area.

16. ADJOURNMENT

The meeting was adjourned at 3:47 p.m. EST.

ATTACHMENT 1. Attendance List

Graham Jones, NAB, Chair
Jerry Whitaker, ATSC, Secretary
Andy Scott, NCTA
Bob Rast, Micronas
Brian Markwalter, CEA
Brian Smith, Philips
Charles Einolf, UPN/CBS
Glenn Reitmeier, NBC Universal
Ira Goldstone, Tribune
Jeff Krauss, NCTA/Consultant
John Godfrey, Samsung
John Henderson, Hitachi
Lynn Claudy, NAB
Mark Eyer, Sony
Mark Richer, ATSC
Ren McMann, CBS*
Rich Annibaldi, Pioneer Research
Sterling Davis, Cox Broadcasting
Steve Smith, Micronas*
Victor Tawil, MSTV
Walt Husak, Dolby
Wayne Luplow, Zenith
William Miller, ABC

* participating by telephone

Attachment Links

ATTACHMENT 2. PC-113r4, Draft Agenda

http://www.atscmembers.org/sg/AS/2006_05_11_Meeting/PC-113r4-Agenda-2006-05-11.doc

ATTACHMENT 3. PC-105r1, Draft Minutes of February 7 Meeting

http://www.atscmembers.org/sg/AS/2006_05_11_Meeting/PC-105r1-Minutes-2006-02-07.doc

ATTACHMENT 4. ACAP Field Trial Status Report

http://www.atscmembers.org/sg/AS/2006_05_11_Meeting/PC-118r0-ACAP-Field-Trial-Status.ppt

ATTACHMENT 5. PC-111r9, Emergency Alerting NWIP

http://www.atscmembers.org/sg/AS/2006_05_11_Meeting/PC-111r9-NWIP-Emergency-Alerting.doc

ATTACHMENT 6. PC-110r5, Low Bit Rate Video NWIP

http://www.atscmembers.org/sg/AS/2006_05_11_Meeting/PC-110r5_NWIP_Low_Bit_Draft.doc

ATTACHMENT 7. PC-108r3, Streaming Text NWIP

http://www.atscmembers.org/sg/AS/2006_05_11_Meeting/PC-108r3_NWIP_Streaming_Text_Draft.doc

ATTACHMENT 8. PC-109r5, DVR NWIP

http://www.atscmembers.org/sg/AS/2006_05_11_Meeting/PC-109r5_NWIP_DVR_Draft.doc

ATTACHMENT 9. IEEE Wireless Symposium Conference Notes

http://www.atscmembers.org/sg/AS/2006_05_11_Meeting/PC-116r0-IEEE-Wireless-Symposium.doc