

**Minutes:
ATSC Planning Committee**

26 September 2006, 1:30 p.m. until 4:30 p.m. EDT
PBS, 2100 Crystal Drive, Arlington, VA

1. WELCOME AND INTRODUCTIONS

Chairman Graham Jones (NAB) called the meeting to order at 1:30 p.m. at the headquarters of PBS in Arlington, VA. He thanked PBS for hosting the event and welcomed those in attendance. 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 August 28 (**ATTACHMENT 2**). No changes were requested and the draft agenda was approved as submitted.

3. APPROVAL OF DRAFT MINUTES FROM THE LAST MEETING

Chairman Jones asked for consideration of the draft Minutes of the May 11 meeting, posted to the PC reflector on June 25 (**ATTACHMENT 3**). No changes were requested and the document was approved as submitted.

4. REVIEW OF ACTION ITEMS FROM THE LAST MEETING

The following action items were developed at the last meeting of the Planning Committee (**ATTACHMENT 4**):

- 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.
Carried forward. On agenda.
- 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."
Completed. On agenda.
- 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.
Completed. Chairman Jones reported the feedback was that nothing in A/65 needs to be revisited.
- 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.
Completed. Mark Aitken (Sinclair) is the chair of PC-2. On agenda.
- 5) Jerry Whitaker to establish the necessary electronic resources for the AHG on the Applications of Improved ATSC Transmission.
Completed. An email reflector and Web document repository have been established.
- 6) Jerry Whitaker to make his notes relating to the 2006 IEEE International Wireless Symposium available on the ATSC Members Web site.

Completed.

5. CHAIRMAN'S OPENING REMARKS

Chairman Jones called attention to the PC-2 (AHG on the Applications of Improved ATSC Transmission) meeting planned after the conclusion of the PC meeting today. He encouraged interested persons to participate.

6. COMMENTS FROM THE ATSC PRESIDENT (MARK RICHER)

Mark Richer (ATSC) reported the following work:

- The ATSC Board of Directors is nearing completion on a strategic planning program that looks at the future of ATSC over the next five years or so. A draft report is being refined, based on work conducted during a two-day retreat last July. When approved by the Board, the draft Strategic Plan will be distributed to the ATSC membership for comment.
- The 2007 meetings calendar has been posted on the ATSC website. Mr. Richer encouraged members to review the dates.

7. REPORTS FROM PC AD-HOC GROUPS

7.1 PC-1, New Codec Issues

John Henderson (Hitachi) and Bill Miller (SMPTE) outlined the current status of work in the AHG. While there has been little progress over the summer, the co-chairs expressed the hope that the AHG could get going again this fall.

Discussion followed on how the output work of PC-1 could be fashioned to provide the greatest value. Glenn Reitmeier (NBC Universal) encouraged PC members to think outside the box with regard to this effort. Mr. Aitken urged the group to understand that broadcasters are now trying to figure out what business models might be possible going forward. He said there are many moving parts with regard to the current television landscape, adding that we need to look at the whole broadcast system chain. Bob Rast (Micronas) urged the committee to move forward, adding that while this is a difficult task, it is a very important one. Art Allison (NAB) pointed out that the keyword "transition" is misleading in that no one is suggesting replacing MPEG-2, but rather adding a new capability. Sam Narasimhan (Motorola) commented that the world has changed since this effort began, and this fact should be taken into account in the work of PC-1. Sterling Davis (Cox Broadcasting) offered to serve as a liaison between PC-1 and MSTV on a planned survey of the broadcast landscape.

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, within their existing scope.

Mr. Richer urged PC-1 to arrange an in-person meeting following the development of a draft Strategic Plan by the ATSC Board. He said PC-1 needs to take a step back and look at what applications are possible, and the technologies needed to accomplish those applications.

7.2 PC-2, Applications of Improved ATSC Transmission

Chairman Jones noted that this AHG, led by Mr. Aitken, has engaged in stimulating reflector discussions over the summer, and will hold a face-to-face meeting later today. Mr. Aitken reported on progress made in the group to date (**ATTACHMENT 5**).

Mr. Aitken called attention to the directive of PC-2, specifically:

“To investigate applications that may be enabled by improvements to ATSC transmission and reception technology, as well as the needs of the broadcast industry.”

Mr. Aitken said initial interest in the group has been quite encouraging, and that representatives of the major stakeholders are participating. He offered the following general observations on the PC-2 effort:

- Fixed reception applications are fairly well understood
- Portable applications, generally speaking, are not well-defined
- Mobile/handheld applications offer new opportunities, but also have diverse needs
- Several IP-based applications are interesting and potentially promising

Chairman Jones encouraged interested persons to join the PC-2 AHG in-person meeting scheduled for this afternoon.

7.3 ACAP Demonstration Project

Dan Berkowitz (NBC Universal) reported that the group has held regular teleconferences over the summer and is making good progress in developing a comprehensive field trial of the ATSC ACAP standard for interactive television (**ATTACHMENT 6**). The project has been roughly divided into two phases:

Phase 1: To prove the interoperability of ACAP and OCAP for interactive television in the U.S.

Phase 1 is intended to be a standalone demonstration of ACAP applications “broadcast” to and run on ACAP and OCAP receivers. (See **ATTACHMENT 7**.)

Phase 2: Field trial in select market(s) of ACAP applications broadcast over airwaves to and run on ACAP and OCAP receivers. The trial goals are to: 1) raise awareness for broadcasters of content and business opportunities, 2) raise awareness for local stations of content and business opportunities, and 3) demonstrate the interoperability of ACAP and OCAP.

Milestones for the project include the following:

- Participation agreements signed by all parties — in progress
- Finalize application functionality — 11 October 2006
- Design and author applications — 22 November 2006
- Build lab — 22 November 2006
- Launch/demonstration — 30 January 2007

The proposed demonstration venues and dates are:

- The HPA Retreat (Palm Springs), January 30 through February 2
- CableLabs Winter Conference (Denver), March 4 through 6
- NAB 2007 (Las Vegas), April 14 through 19

The need to synchronize the ACAP and OCAP specifications going forward was identified as an important consideration.

Chairman Jones encouraged interested persons to participate in the project.

7.4 International Participation

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

7.5 Industry Education and Training

Jerry Whitaker (ATSC) provided an update on current educational activities, specifically:

- ATSC is planning on participating in the 2007 HPA Technology Retreat, with details to be finalized later in the year. While the subject of the seminar has not yet been set, it is likely to focus on ACAP implementation.
- The “ATSC Update” columns in *Television Technology*, the BTS newsletter, and the SBE newsletter continue to be regular features in those publications.
- The ATSC will participate in the 2007 Iowa DTV Symposium next week. This marks the third year that ATSC has made a presentation at the event.

8. STATUS OF NWIP DOCUMENTS

8.1 Advanced Emergency Alerting

Chairman Jones reminded the committee that during May Board discussions of the NWIP on Advanced Emergency Alerting, PC-119r9, some concerns were raised and 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 was to go back to the Board for review and final approval.

Chairman Jones updated the status of this project, reporting that the Board will reconsider the issue on October 11. He said that, depending on the Board action, this NWIP could move either to TSG or be returned to PC for further study.

8.2 Low Bit Rate Video

Chairman Jones reviewed the current status of this document, noting that at the last PC meeting a small group of members¹ was charged with redrafting the NWIP to focus on new opportunities, rather than solving a current problem. Chairman Jones said a revised version, PC-110r6, was provided by Mr. Husak before this meeting (**ATTACHMENT 8**).

Chairman Jones noted that work is underway within TSG/S6, albeit with a more narrow scope. He suggested that current events may have overtaken this project. Mr. Miller agreed.

Chairman Jones observed the consensus of the committee to put this document on hold pending additional information from TSG. He took an action item to communicate with Pat Waddell (Harmonic, Chair of TSG/S6) regarding their findings (and work) in the realm of low bit rate video.

9. LIAISON

9.1 ATSC Technology and Standards Group

Bill Miller (Chair of TSG) reported on major actions from the TSG meeting earlier in the day. Documents approved for letter ballot were:

- TSG-800-1 through 800-6, the proposed editorial division of A/53E into six separate parts (System, RF/Transmission, Transport, MPEG-2 Video, AC-3 Audio, E-AC-3 Audio)
- TSG-799r2, a corrigendum to Recommended Practice A/54A
- S13-351r3, “System Renewability Message Transport”
- S8-640r2, “ATSC Parameterized Services Standard”

¹ Walt Husak (Dolby), Sheau Ng (NBC Universal), Wayne Luplow (Zenith), and Sterling Davis (Cox Broadcasting)

9.2 SMPTE

Chris Lennon (Harris) updated the committee on work within S22.10, the Data Exchange Working Group (**ATTACHMENT 9**). He outlined the scope of the effort and the current status of the work. He said they expect an FCD Ballot by June 2007.

10. 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. [2006-05-11]
- 2) Sterling Davis to serve as a liaison between PC-1 and MSTV on the new codec survey project.
- 3) Chairman Jones to communicate with Pat Waddell (Chair of TSG/S6) regarding their findings (and work) in the realm of low bit rate video.

11. NEXT MEETING

The next meeting of the ATSC Planning Committee will be held on December 12 in the Washington, D.C., area.

12. ADJOURNMENT

The meeting was adjourned at 3:52 p.m. EDT.

ATTACHMENT 1. Attendance List

ABC-TV	William Miller
ATSC	Jerry Whitaker
ATSC	Mark Richer
Cox Broadcasting	Sterling Davis
Eastman Kodak (Consultant)	Art Cosgrove
ETRI	Gun Bang
ETRI	Sung-Hoon Kim
Harris	Chris Lennon
Hitachi America	John Henderson
JVC Americas Corp	John Meehan
Micronas	Bob Rast
Motorola	Sam Narasimhan
NAB	Art Allison
NAB	Graham Jones
NBC	Glenn Reitmeier
NCTA/Consultant	Jeff Krauss
Philips	Brian Smith
Pioneer	Rich Annibaldi
Rosum Corp.	James Green
Samsung	Jungpil Yu
Samsung	CB Patel (Consultant)
Samsung	John Godfrey
Scientific Atlanta	Bill Wall
Sharp	Craig Tanner
Sinclair Broadcast Group	Mark Aitken
Sony	Mark Eyer
Techwell	Paul Snopko
Telegent	James Chen
Triveni Digital	Rich Chernock
Zenith	Wayne Luplow
Zenith	Wayne Bretl

Participating by telephone:

Dolby	Craig Todd
Dolby	Walt Husak
Eastman Kodak Company	Mark P. Henry
Tandberg Television	Matthew Goldman

Attachment Links

ATTACHMENT 2. PC-119r0, Draft Agenda

http://www.atscmembers.org/sg/AS/2006_09_26_Meeting/PC-119r0-Agenda-2006-09-26.doc

ATTACHMENT 3. PC-114r1, Draft Minutes of May 11 Meeting

http://www.atscmembers.org/sg/AS/2006_09_26_Meeting/PC-114r1-Minutes-2006-05-11.doc

ATTACHMENT 4. PC-115r0, Action Items from the May 11 Meeting

http://www.atscmembers.org/sg/AS/2006_09_26_Meeting/PC-115r0-Action-Items.doc

ATTACHMENT 5. PC-129r0, PC-2 Status Report

http://www.atscmembers.org/sg/AS/2006_09_26_Meeting/PC-129r0-PC-2-Report-092606.ppt

ATTACHMENT 6. PC-128r0, ACAP Field Trial Status Report

http://www.atscmembers.org/sg/AS/2006_09_26_Meeting/PC-128r0-ACAPFT-P1-092606.ppt

ATTACHMENT 7. PC-127r1, ACAP Field Trial Phase 1 Status

http://www.atscmembers.org/sg/AS/2006_09_26_Meeting/PC-127r1-ACAP-FTG-Phase1-v5.doc

ATTACHMENT 8. PC-110r6, Draft NWIP on Low Bit Rate Video

http://www.atscmembers.org/sg/AS/2006_09_26_Meeting/PC-110r6-NWIP-Low-Bit-Draft.doc

ATTACHMENT 9. PC-130r0, SMPTE S22 Update

http://www.atscmembers.org/sg/AS/2006_09_26_Meeting/PC-130r0-Sept-2006-Data-Exchange-WG-Update.ppt