

Minutes:
ATSC Planning Committee

13 December 2006, 1:30 p.m. until 4:30 p.m. EST
NAB, 1771 N Street, N.W., Washington, D.C.

1. WELCOME AND INTRODUCTIONS

Chairman Graham Jones (NAB) called the meeting to order at 1:30 p.m. EST at the headquarters of the National Association of Broadcasters in Washington, D.C. He thanked NAB 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 November 21, with an update posted on December 8 (**ATTACHMENT 2**). Chairman Jones said he would like to add a new item (number 7.6) on the creation of a new ad hoc group. 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 September 26 meeting, posted to the PC reflector on November 17 (**ATTACHMENT 3**). Jerry Whitaker (ATSC) noted one minor editorial correction in Section 1 (“PSB” should be “PBS”). 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 (**ATTACHMENT 4**). Items carried forward from a previous meeting are so noted.

- 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]
On agenda.
- 2) Sterling Davis to serve as a liaison between PC-1 and MSTV on the new codec survey project.
Completed. On agenda.
- 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.
Completed. On agenda.

5. CHAIRMAN’S OPENING REMARKS

Chairman Jones noted that the ATSC Strategic Plan has been completed by the Board of Directors. He said there is new work for the Planning Committee detailed in the document, and welcomed it as an important step forward for ATSC. He announced that Rich Chernock (Triveni Digital) has agreed to lead a new ad-hoc group focusing on non-real-time services.

6. COMMENTS FROM THE ATSC PRESIDENT

Mark Richer (ATSC) noted the following:

- The ATSC Office Manager, Meredith Friday, is about to receive her bachelors degree in International Business from Catholic University here in Washington. Upon her graduation, Meredith is going to return home to Pittsburgh. Her last day at ATSC will be December 15th.
- ATSC is beginning to plan the “DTV Hotspot” for the 2007 NAB Convention. He encouraged organizations interested in participating in the event to contact ATSC headquarters
- The 2007 meeting calendar is posted on the ATSC Website. He encouraged members to review the dates.

7. REPORTS FROM PC AD-HOC GROUPS

7.1 PC-1, New Codec Issues

Chairman Jones outlined the history of this effort. John Henderson (Hitachi) and Bill Miller (SMPTE), who co-chair PC-2, said no progress has been made since the last PC meeting. They said the AHG is currently in a state of limbo, and that perhaps the activities of PC-1 have been overtaken by events, specifically the ATSC Strategic Plan. Sterling Davis (Cox Broadcasting), following-up on an action item relating to a planned survey of broadcasters by MSTV, reported that the study returns did not meet expectations and that no data was available for use by PC-1.

Craig Tanner (Sharp) said the need remains for a transition scenario for new codecs, and he expressed hope that the work of PC-1 would eventually be completed. Mark Aitken (Sinclair), commented this was one of several issues currently unresolved within the broadcast industry. He agreed this was an important item for broadcasters, adding that business issues need to be at the root of the discussion. Mr. Richer offered that work on the strategic plan provides a new context within which to address codec transition issues. 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. Additional discussion focused how best proceed on this project.

Mr. Richer suggested that after the discussion of the strategic plan, the committee could discuss how PC should be structured to address the tasks contained therein. If it turns out that PC-1 is still needed, fine; if not, it can be shut down. The committee agreed to this approach.

7.2 PC-2, Improved Transmission

Chairman Jones noted that this AHG, led by Mr. Aitken, has engaged in stimulating reflector discussions over the past couple of months Mr. Aitken reported on progress made in the group to date (**ATTACHMENT 5**).

Mr. Aitken pointed out that the strategic plan provides an interpretation of industry views and needs, and serves as a starting point for moving forward. He called attention to the group’s first output document, a draft New Work Item Proposal on a “Mobile Application Toolkit” (**ATTACHMENT 6**). Among the organizations expressing support for the project, and committing to work on it, are:

- Triveni Digital
- Communications Research Centre
- Rosum
- Samsung
- ION Media Networks
- Rohde & Schwarz
- Tribune

Mr. Aitken said this document is a strawman, but based on the support expressed so far, the concept is clearly of interest to a number of members. Possible components to build up a mobile toolkit include the following:

- Advanced codec(s)
- Content protection schemes
- Common functionality for interactivity support
- Advanced storage utilization
- Return channel options

Mr. Richer observed that the Scope of the draft document includes some elements that should be done by the Planning Committee prior to submission of the NWIP to the Board. Jeff Krause (NCTA) commented that companies outside of the ATSC universe should also be involved in this work. Mr. Richer agreed, stating that methods of getting additional organizations involved are under consideration. Further discussion focused on technical requirements of a mobile service and how they might be met.

Chairman Jones said he would like to see a business case for an ATSC mobile standard. This, he said, could serve as the background for future efforts. Mr. Aitken said he felt confident that PC-2 could develop the needed business cases. Chairman Jones asked Mr. Aitken to come back to PC at the next meeting with an interim report setting out some of the business case analysis and requirements for an ATSC mobile and handheld standard.

7.3 ACAP Demonstration Project

Dan Berkowitz (NBC Universal) reported that the group has held regular teleconferences over the past several months and is making good progress in developing a comprehensive field trial of the ATSC ACAP standard for interactive television (**ATTACHMENT 7**). He said 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.
- **Phase 2** – field trial in a 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.

The planned demonstration venues and dates are as follows:

- 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

Mr. Berkowitz said a lab has been set up at NBC in New York to facilitate testing and applications development. He encouraged persons interested in participating in this project to contact him.

Chairman Jones thanked NBC for contributing resources to this project.

7.4 Industry Education and Training

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

- ATSC is sponsoring a half-day seminar on ACAP, to be held January 30 in conjunction with the 2007 Hollywood Post Alliance Technology Retreat. Details can be found in

ATTACHMENT 8. This is the sixth year that ATSC has contributed papers to the Tech Retreat event.

- The ATSC participated in the 2007 Iowa DTV Symposium, held in Des Moines on October 5–7. This marked the third year that ATSC has made a presentation at the event.
- The “ATSC Update” columns in *Television Technology*, the BTS newsletter, and the SBE newsletter continue to be regular features in those publications.

Mr. Whitaker encouraged persons interested in participating in this work to contact him.

7.5 Formation of PC-3

Chairman Jones announced that Mr. Chernock has agreed to chair a new ad-hoc group within the Planning Committee focusing on applications and use cases for non-real-time services. The output work of the group will be a New Work Item Proposal. Mr. Chernock asked interested persons to contact him or Mr. Whitaker and join the PC-3 reflector. Chairman Jones asked Mr. Chernock to bring back an interim report on non-real-time services at the next PC meeting.

8. STATUS OF NWIP DOCUMENTS

8.1 Low Bit Rate Video

Chairman Jones called attention to PC-116r6, “ATSC New Work Item Proposal: Low Bit Rate Video,” updating members on the current status of the document (**ATTACHMENT 9**). Pat Waddell (Harmonic) reviewed the status of work related to this issue in TSG/S6. He said the project needs a proponent to lead the effort. Chairman Jones and Mr. Waddell agreed to discuss the PC request to TSG offline.

9. ADVANCED EMERGENCY ALERTING WORK ITEM

Chairman Jones reported that the ATSC Board has approved work on advanced emergency alerting (**ATTACHMENT 10**). He said TSG has been asked to start work on standardizing the carriage of advanced emergency alert information, and PC has been asked to continue to investigate the implications of advanced EAS for reception by consumers. Chairman Jones noted that TSG/S13 has been assigned to work on transport of EAS-related data.

Chairman Jones said he would lead this effort in the new year. Mr. Weiss suggested that Directed Channel Change could serve as a vehicle for advanced emergency alerting functions. Additional discussion focused on the TSG/S13 work, and how it relates to the work planned for PC. Mr. Richer suggested that PC see what direction TSG/S13 takes and return to this subject at its next meeting.

10. ATSC STRATEGIC PLAN

Chairman Jones asked Bob Rast (Micronas, ATSC Board Chair) to review the ATSC Strategic Plan (**ATTACHMENT 11**). Mr. Rast said the Board developed the document to serve as a guideline for future work of the organization. The plan takes into account both the likely progression of technology and the importance of backward compatibility with existing DTV consumer receivers. He said the Board believes that ATSC should focus on comprehensive solutions that enable compelling services and products. The major recommendations include:

- 1) Documentation of service levels that group standards together to form a logical bundling of features and functions, such as:
 - **ATSC 2.0** – new services for the conventional fixed DTV receiver
 - **ATSC-H** – delivery to handheld and portable devices
 - **ATSC-M** – delivery to mobile devices

- 2) Development of a standard for non-real-time delivery of services that leverages the low cost of storage and provides consumers with content they want when and where they want it.

Mr. Rast went on to outline the conclusions of the ATSC Strategic Plan:

- The ATSC Board of Directors believes that there is a bright future for over the air terrestrial television.
- The ATSC can play a significant role through the development of technical strategies that facilitate the evolution of digital television.
- These strategies include the bundling of existing and new technologies into logical service levels and the development of a standard for non-real-time services.
- This plan provides a reference for the Board to use in setting goals and priorities for the organization.

Mr. Richer noted that the Board is expected to develop a list of priorities and timelines for PC work related to the strategic plan at its meeting next week.

Mr. Rast said he hopes the strategic plan will be a living document that is examined and updated on a regular basis. He said the Board would welcome feedback on the document.

Chairman Jones noted that some of the proposed completion dates for PC are fairly aggressive, and that meeting these dates is dependent upon willing volunteers to do the necessary work. He encouraged interested persons to join the PC-2 and PC-3 AHGs, which are focused on the key strategic plan objectives.

11. LIAISON

11.1 ATSC Technology and Standards Group

Mr. Henderson, Vice-Chair of TSG, reported on major actions from the TSG meeting earlier in the day. He noted that all five posted Candidate Standards were extended well into next year to permit additional work and refinement. In addition, the NWIP on emergency alerting was assigned to TSG/S13.

11.2 SMPTE S.22

Chris Lennon (Harris) updated the committee on work within S22.10, the Data Exchange Working Group (**ATTACHMENT 12**). He outlined the scope of the effort and the current status of the work. He said the committee expects an FCD ballot early next year.

11.3 Other

Chairman Jones reported on work within SMPTE relating to lip sync problems, with both studio and transmission issues being examined. He said that if items are identified that ATSC needs to address, they will be referred back to ATSC.

12. ACTION ITEM REVIEW

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

- 1) Mark Aitken and PC-2 to come back to PC at the next meeting with an interim report setting out some of the business case analysis and requirements for an ATSC mobile and handheld standard.
- 2) Jerry Whitaker to set up a reflector for use by PC-3.
- 3) Richard Chernock and PC-3 to produce an interim report on non-real-time services.
- 4) Chairman Jones and Pat Waddell to discuss offline the PC request to TSG relating to low bit rate video.

13. NEXT MEETING

The schedule for 2007 meetings is as follows: February 7, May 16, September 19, and November 28.

14. ADJOURNMENT

There being no further business before the Planning Committee, the meeting was adjourned at 4:30 p.m. EST.

ATTACHMENTS

ATTACHMENT 1. Attendance List

ATSC	Jerry Whitaker
ATSC	Mark Richer
CEA	Brian Markwalter
Cox Broadcasting	Sterling Davis
ETRI	Shung-Hoon Kim
Harmonic	Pat Waddell
Harris	Chris Lennon
Hitachi	John Henderson
Merrill Weiss Group	S. Merrill Weiss
Micronas	Bob Rast
NAB	Graham Jones
NAB	Art Allison
NBC Universal	Glenn Reitmeier
NBC Universal	Dan Berkowitz
NCTA/Consultant	Jeffery Krauss
PBS	Jim Kutzner
Philips	Brian Smith
Philips	Glenn Adler
Pioneer	Adam Goldberg
Samsung	John Godfrey
Samsung	C. B. Patel
Sharp	Craig Tanner
Sinclair Broadcast	Mark Aitken
Sony	Robert Blanchard
Techwell, Inc.	Paul Snopko
Triveni Digital	Rich Chernock
Zenith	Wayne Bretl
Zenith	Wayne Luplow
Observer	Ralph Justus
Observer	Ed Caleca

Participating by telephone:

ABC	William Miller
CBS	Ren McMann
Dolby	Walt Husak
Kodak	Mark Henry
Pioneer	Rich Annibaldi
Tanderg Television	Matthew Goldman

Attachment Links

ATTACHMENT 2. PC-131r2, Draft Agenda

http://www.atscmembers.org/sg/AS/2006_12_13_Meeting/PC-131r2-Draft-Agenda-2006-12-13.doc

ATTACHMENT 3. PC-121r0, Draft Minutes of September 26 Meeting

http://www.atscmembers.org/sg/AS/2006_12_13_Meeting/PC-121r0-Minutes-2006-09-26.doc

ATTACHMENT 4. PC-120r0, Action Items from September 26 Meeting

http://www.atscmembers.org/sg/AS/2006_12_13_Meeting/PC-120r0-Action-Items.doc

ATTACHMENT 5. PC-134r0, PC-2 Status Report

http://www.atscmembers.org/sg/AS/2006_12_13_Meeting/PC-134r0-PC-2-Report.ppt

ATTACHMENT 6. PC-137r0, PC-2 Draft New Work Item Proposal

http://www.atscmembers.org/sg/AS/2006_12_13_Meeting/PC-137r0-PC-2-NWIP-ATSC-M.doc

ATTACHMENT 7. PC-132r1, ACAP Field Trial Status Report

http://www.atscmembers.org/sg/AS/2006_12_13_Meeting/PC-132r1-ACAPFT_P1_121306.ppt

ATTACHMENT 8. PC-124r5, ACAP Seminar Status Report

http://www.atscmembers.org/sg/AS/2006_12_13_Meeting/PC-124r5-ACAP-Seminar.doc

ATTACHMENT 9. PC-110r6, NWIP on Low Bit Rate Video

http://www.atscmembers.org/sg/AS/2006_12_13_Meeting/PC-110r6_NWIP_Low_Bit_Draft.doc

ATTACHMENT 10. Approved Emergency Alerting NWIP

http://www.atscmembers.org/sg/AS/2006_12_13_Meeting/Emergency-Alerting-approved.doc

ATTACHMENT 11. Strategic Plan

http://www.atscmembers.org/sg/AS/2006_12_13_Meeting/ATSC%20Strategic%20Plan%20Overview_12-8-06.ppt

See also:

http://www.atscmembers.org/sg/AS/2006_12_13_Meeting/ATSC%20Strategic%20Plan.doc

ATTACHMENT 12. S22-10 Status Report

http://www.atscmembers.org/sg/AS/2006_12_13_Meeting/PC-133r0-S22-10-Update.ppt