

Minutes: ATSC Planning Committee

22 March 2007, Teleconference
1:00 p.m. until 3:00 p.m. EDT

1. WELCOME AND INTRODUCTIONS

Chair Graham Jones (NAB) called the meeting to order at 1:03 p.m. EDT. He noted that this meeting, original scheduled for March 20, was delayed until today in order to avoid a conflicting meeting of the MSTV Engineering Committee. Chair Jones welcomed those in attendance and asked each member to identify him or herself. The attendance list is given in **ATTACHMENT 1**.

Chair Jones called attention to the ATSC attendance sign-in statement, which is given below:

“This is a meeting of a subgroup of the Advanced Television Systems Committee. By opening this meeting to non members, the ATSC in no way intends to relinquish its rights to privacy for its business. The ATSC, therefore, insists that public disclosure pertaining to this meeting emanate only from, and be authorized only by, the Chairperson or President of the ATSC, or the chairperson of the technology group that is meeting (or to which this subgroup belongs). By remaining in attendance at this meeting, you, on behalf of yourself and your organization, agree to refrain from either directly or indirectly engaging in publicity pertaining to the business transacted at this or any other meeting of the ATSC unless authorized by one of the foregoing persons.

As a participant in this meeting you hereby agree, on behalf of yourself and your organization, to abide by all ATSC rules including its Patent Policy. The Patent Policy is available at www.atsc.org.

Attendees unwilling to agree to these terms must leave the meeting.”

2. APPROVAL OF DRAFT AGENDA

Chair Jones asked for consideration of the draft agenda, which was posted to the PC reflector on March 7 (**ATTACHMENT 2**). No changes were requested and the draft agenda was approved as submitted.

3. APPROVAL OF DRAFT MINUTES FROM THE LAST MEETING

Chair Jones asked for consideration of the draft Minutes of the February 8 meeting, posted to the PC reflector on March 7 (**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:

- 1) Andy Scott to explore the possibility of doing an ACAP demonstration at the upcoming NCTA convention, and to communicate that information to Dan Berkowitz.

Carried forward.

- 2) Dan Berkowitz and the ACAP Field Trial AHG to compile a list of ACAP-related items that may need to be addressed by TSG/S2.
Carried forward.
- 3) A drafting group consisting of Mark Richer, Mark Aitken, and John Godfrey to revise the draft NWIP on ATSC mobile services based on input received at today's meeting.
Completed.
- 4) Planning Committee members to provide input as appropriate to the revision of the draft NWIP on ATSC mobile services currently underway in PC-2.
Completed.
- 5) Chair Jones to identify a chair for a new AHG on ATSC 2.0
Carried forward.

5. CONSIDERATION OF NEW WORK ITEM PROPOSAL FOR ATSC M/H

Chair Jones called attention to the draft PC-2 NWIP on mobile broadcast services (**ATTACHMENT 4**), posted to the PC reflector on February 20 by Mark Aitken (Sinclair, Chair of PC-2). He reminded the committee that in this posting, and a follow-up posting on February 27, Mr. Aitken asked for feedback from PC members on the document in preparation for this meeting. Chair Jones said comments were received from a number of persons, and these were consolidated into a new red-lined version of the NWIP posted to the PC reflector prior to the meeting (**ATTACHMENT 5**). Chair Jones said the latest version (PC-149r1) incorporates revisions proposed by:

- Andre Vincent (CBC)
- Bill Miller (ABC)
- Ed Barrett (Sony)
- Jim Kutzner (PBS)
- John Godfrey (Samsung)
- Mark Aitken (Sinclair)
- Paul Snopko, partial (Techwell)
- Wayne Bretl (Zenith)

Chair Jones called attention to the latest changes, a number of which are simply editorial in nature. He explained the major editorial change was to place all of the "requirements" together in a new Appendix 1. Chair Jones proceeded to go through the document one section at a time. Comments offered included the following:

- **Section 2: Scope.** Sam Narasimhan (Motorola) inquired whether IPTV is envisioned to be an element of the NWIP. Mr. Aitken said such services are not specifically called for, nor are they precluded. He said there are good reasons to leverage the technologies used in other services in any ATSC mobile service. The group agreed to the following text changes intended to broaden the range of other non-ATSC standards that might be referenced: "Wherever practical, the standard shall utilize and reference existing ATSC standards and may also reference other non-ATSC standards as they are found to be effective solutions."
- **Section 3: Potential for Use.** Ren McMann (CBS) asked how this NWIP integrates with current work within TSG/S9 to test the A-VSB system, a portion of which includes mobile field trials. Glenn Reitmeir (NBC) pointed out that the NWIP is far broader than the work authorized by the Board previously relating to new transmission methods. He added that the physical layer is only one element of a viable mobile service.

Following some discussion, the group agreed to delete the last paragraph of this section, “If desired by the ATSC Board, the Planning Committee will continue to work to generate a white paper setting out further aspects of the business case for these services, outside of this NWIP,” because it was out of scope.

Mike Dolan, Chair of TSG/S13, called attention to references in the document to “datacasting.” He said greater specificity is important in order for TSG/S13 to begin work. Pat Waddell, Chair of TSG/S6, expressed similar concerns with regard to video coding. Charles Einolf, Chair TSG/S9, echoed those thoughts with regard to the physical layer. Chair Jones acknowledged the need for greater specificity going forward.

Mr. Godfrey recognized the input from the specialist group chairs, but at the same time pointed out that specificity in the mobile video field is—in large part—unavailable at this time. He said the technologies and technical limits of mobile video are still evolving, and that an iterative process among TSG and PC would be the best approach going forward. Chair Jones and Mark Richer (ATSC) agreed.

Mr. Waddell noted that no mention is made in the document of audio requirements. The committee agreed that text should be added relating to audio service(s).

- **Section 5: Support.** Mr. Aitken said that more ATSC members have committee to supporting this work than are currently listed in Section 5. Chair Jones and Mr. Richer said that all supporting members should be listed. Mr. Aitken took an action item to update the Section 5 list.
- **Section 7: Proposed Schedule for Completion of the Work:** Chair Jones suggested that it was out of scope for PC to predict how long it will take TSG to complete this work. Mr. Richer pointed out that the Board’s NWIP form asks for this information, and that PC should be responsive to this. Mr. Allison observed that the schedule may be important with regard to business opportunities, which are typically time-sensitive. He said this section should address “when this service is needed, not when it will be completed.” Chair Jones agreed that a schedule based on competitive factors would be reasonable. Mr. Godfrey suggested that the shutoff of analog service would be a reasonable date, since new services are being planned in the mobile field outside of ATSC within the same general timeframe. The committee agreed with this approach and Chair Jones took an action item to developed appropriate wording for Section 7.

Chair Jones noted the approach of the scheduled end time for today’s meeting. He suggested that the committee continue work for perhaps another hour or so in order to finish going through the entire document. The committee agreed.

- **Appendix 1: Requirements for ATSC Mobile and Handheld Services.** Chair Jones went through the requirements list one bullet point at a time. A wide ranging discussion followed, with a number of edits to the existing text agreed to by the committee. The changes are detailed in **ATTACHMENT 6**. Chair Jones asked Mr. Aitken to convene a meeting of PC-2 to review the changes agreed to during this meeting and to address any open items or unresolved issues. Mr. Aitken took an action item to do so.

5.1 Next Steps

Chair Jones entertained how to move forward from this point. Mr. Richer suggested that the draft NWIP be updated based on the changes agreed to during today’s meeting, and to the extent that some items still need further discussion, those items be noted appropriately. The document should then be turned around as soon as possible and posted to the PC and Board reflectors. He said the Board can be asked to give tentative approval to the document at its meeting on March

28, with final approval via email after any open items are addressed. The committee agreed to this approach.

6. ACTION ITEM REVIEW

The following action items were developed at today's meeting. Items carried forward from a previous meeting are so noted.

- 1) Andy Scott to explore the possibility of doing an ACAP demonstration at the upcoming NCTA convention, and to communicate that information to Dan Berkowitz. [2007-02-08]
- 2) Dan Berkowitz and the ACAP Field Trial AHG to compile a list of ACAP-related items that may need to be addressed by TSG/S2. [2007-02-08]
- 3) Chair Jones to identify a Chair for a new AHG on ATSC 2.0. [2007-02-08]
- 4) Mark Aitken to update Section 5 to include all ATSC members who wish to support this work.
- 5) Chair Jones to develop appropriate wording for Section 6 to reflect a proposed schedule focused on a service launch date of on or about 17 February 2009.
- 6) Chair Jones to update PC-149r1 to reflect the changes agreed to during today's meeting and post to the PC reflector.
- 7) Mark Aitken and PC-2 reconsider minimum system support requirements as detailed in Appendix 1.
- 8) Chair Jones to provide an updated version of PC-149r1 as detailed in AI 6 (above) to the Board of Directors with notification that it will be asked to tentatively approve the NWIP document, with the understanding that final approval will be given after any open items are addressed.

7. NEXT MEETING

The next meeting of the ATSC Planning Committee is set for May 16. Other meetings scheduled for 2007 are September 19 and November 28.

8. ADJOURNMENT

There being no further business before the committee, the meeting was adjourned at 4:30 p.m. EDT.

ATTACHMENT 1: Attendance List

ABC/SMPTE	William Miller
ATSC	Mark Richer
ATSC	Jerry Whitaker
Canadian Broadcasting Corporation	Anthony Caruso
CBS	Ren McMann
Coherent Logix	Michael Doerr
Cox Broadcasting	Sterling Davis
Dolby	Walt Husak
Fox	Jim DeFilippis
Harmonic	Pat Waddell
ION Media Networks	Dan Borowicz
ION Media Networks	David Glenn
Motorola	Sam Narasimhan
MWG/Tribune	Merrill Weiss
NAB	Art Allison
NAB	Graham Jones
NBC Universal	Glenn Reitmeier
Nielsen Media Research	Mike Dolan
Panasonic	Joe O'Hara
Panasonic	Peter Fannon
PBS	Jim Kutzner
Philips	Glenn Adler
Pioneer	Dan Wiltshire
Rosum	Scott Furman
Samsung	John Godfrey
Sharp	Craig Tanner
Sinclair Broadcast Group	Mark Aitken
Sony	Mark Eyer
Techwell	Paul Snopko
Triveni	Rich Chernock
UPN	Charles Einolf
Zenith	Wayne Bretl
Zenith	Wayne Luplow

ATTACHMENT 2: PC-145r0, Draft Agenda

http://www.atscmembers.org/sg/AS/2007_03_20_Meeting/PC-145r0-Draft-Agenda-2007-03-22.doc

ATTACHMENT 3: PC-136r0, Draft Minutes of February 8 Meeting

http://www.atscmembers.org/sg/AS/2007_03_20_Meeting/PC-136r0-Minutes-2007-02-08.doc

ATTACHMENT 4: PC-149r0, Draft NWIP on ATSC M-H

http://www.atscmembers.org/sg/AS/2007_03_20_Meeting/PC-149r0-NWIP-ATSC-M-H-FINAL-2-20-07.doc

ATTACHMENT 5: PC-149r1, Draft NWIP on ATSC M-H

http://www.atscmembers.org/sg/AS/2007_03_20_Meeting/PC-149r1-NWIP-ATSC-M-H_3-21-07.doc

ATTACHMENT 6: PC-149r2, Draft NWIP on ATSC M-H

http://www.atscmembers.org/sg/AS/2007_03_20_Meeting/PC-149r2-NWIP-ATSC-M-H_3-23-07.doc