

**Minutes:
ATSC Planning Committee**

20 September 2007, 1:00 p.m. until 4:00 p.m. EDT
Wiley Rein, 1750 K Street, N.W., Washington, D.C. 20006

1. WELCOME AND INTRODUCTIONS

Chair Graham Jones (NAB) called the meeting to order at 1:08 p.m. EDT. He welcomed those in attendance and asked each member to identify him or herself. The attendance list is given in **ATTACHMENT 1**.

Chair Jones reminded attendees of the ATSC sign-in confidentiality policy.

2. APPROVAL OF DRAFT AGENDA

Chair Jones asked for consideration of the draft agenda, which was posted to the PC reflector on August 16 (**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 May 16 meeting, posted to the PC reflector on June 28 (**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) Chair Jones to present to the ATSC Board of Directors at the May 18 meeting the NWIP on NRT services, as approved by the Planning Committee, with a recommendation that it move forward.
Completed.
- 2) Jeff Johnson to lead the ATSC 2.0 working group, to be known as PC-4.
On agenda.
- 3) Jerry Whitaker to establish the necessary electronic resources for PC-4.
Completed.

5. CHAIRMAN'S OPENING REMARKS

Chair Jones thanked Wiley Rein for hosting today's meeting. He observed that standards work based on the PC NWIP on NRT is well underway in TSG, under the leadership of Rich Chernock (Triveni Digital).

6. COMMENTS FROM THE ATSC PRESIDENT

Mark Richer (ATSC) reported that a tentative schedule of PC meetings for 2008 has been set and will be considered for approval by the Board of Directors at its September 26 meeting. Once finalized, the meeting schedule will be posted to the PC reflector.

7. REPORTS FROM PC AD-HOC GROUPS

7.1 ACAP Demonstration/Field Trials Project

Chair Jones reminded the committee that Dan Berkowitz (NBC Universal) has stepped-back from the ACAP Field Trial Project because of work commitments. Chair Jones said he hopes Mr. Berkowitz can resume leading the AHG later this fall. He asked that anyone interested in leading this group contact him. Chair Jones outlined the current status of the ACAP project (**ATTACHMENT 4**).

Mr. Allison questioned whether there was still active participation in this project within the Planning Committee. Chair Jones said the work was largely dormant during the summer months, but expressed the hope that activity would pick up in the coming weeks and months. Mr. Richer noted that TTA in Korea has expressed an interest in ACAP certification, which may come to pass at a later date. Chair Jones said that coordination of ACAP work, including the demonstration project, with CableLabs should be a point of further discussion. Mr. Richer reported initial contacts in that regard.

Chair Jones reported he has made contact with Time Warner Cable (TWC) and Comcast Cable, which indicated previously they might be interested in participating in the ACAP field trial project. He noted there is certainly no expectation that a cable operator would roll out ACAP as such, only that it would pass through the ACAP data content from a local DTV broadcaster, to be received on the consumer's OCAP-enabled set-top box. Clearly he added, such a trial could not take place until OCAP services are successfully launched by the MSO, which TWC is now in the process of doing.

Chair Jones said the purpose of the trials will be to demonstrate that interactive content authored by a content provider or broadcaster in ACAP can be received by an OCAP cable STB. This was shown in closed-circuit demonstrations by several companies at the last NAB convention and at the NCTA show in Las Vegas. He said New York, Raleigh, and San Francisco are potential candidates for the ACAP interoperability trials, which probably would not occur until after the first of the year. Chair Jones called attention to the need for an ACAP roll-out strategy that would involve content producers, broadcasters, MSOs, and hardware/software vendors.

Chair Jones said he hoped that members of the ACAP field trial project would become involved in the ongoing work of TSG/S2, which is currently working on an update of A/101, the ACAP Standard.

7.2 PC-4, ATSC 2.0

Chair Jones reminded the committee that Jeff Johnson (Gannet) has agreed to lead a study group on ATSC 2.0, the details of which are addressed in some detail in the Strategic Plan. He reported that, unfortunately, Mr. Johnson has not been able to participate in this work. He announced, however, that Walt Husak (Dolby) has agreed to assume leadership of this group (at least for the time being).

Mr. Husak outlined a strawman draft Scope of Work that he developed for the PC-4 group (**ATTACHMENT 5**). Suggested edits were offered from several committee members, including Art Allison (NAB), Chair Jones, and others. Ira Goldstone (Tribune) questioned what elements are potentially on the table for ATSC 2.0. Mr. Richer explained that it is up to the Planning Committee to make that determination. He noted that guidance is given in the ATSC Strategic Plan. Jim Kutzner (PBS) said a large part of the work of PC-4 will be managing priorities and setting timelines.

Chair Jones encouraged interested PC members to join the PC-4 reflector and contribute to the work. He took an action item to post a “call for participation” note on the “admin” reflector.¹

7.3 Industry Education and Training

Jerry Whitaker (ATSC) reported that education and training efforts have focused recently on developing magazine articles for broadcast industry trade publications, including:

- *SBE Signal* Newsletter
- *IEEE BTS* Newsletter
- *TV Technology* magazine
- *SMPTE Journal*

Mr. Whitaker added that several ATSC-related presentations are planned for the coming months, including the following:

- Iowa DTV Symposium (October 1)
- Marlborough SBE Ennes Workshop (October 4)
- Indiana Broadcasters Association (October 23)

Mr. Whitaker encouraged PC members to forward any article suggestions they might have.

8. FEEDBACK FROM TSG ON M/H AND NRT WORK ITEMS

Chair Jones reminded the committee that both the NRT and ATSC-M/H New Work Item Proposals developed by the Planning Committee included provisions for feedback to PC from the TSG Specialist Groups as needed. He reported that no such requests have been made to date.

9. DTV EDUCATION FOR CONSUMERS

Mr. Richer reported that ATSC has joined the DTV Transition Coalition, an organization formed to support the effort to educate consumers on the upcoming analog shutoff on 17 February 2009. He said the organization has available considerable resources that ATSC could take advantage of for improving the consumer-related information currently on the ATSC Web site. He said that ATSC may also provide input to other members of the organization. Glenn Reitmeier (NBC Universal) said it might be worthwhile for ATSC to tap into the resources of its member companies as well. Mr. Richer said ATSC staff will follow-up with the other DTV Transition Coalition members to explore how ATSC’s web site could be updated, including pointers to available resources.

Chair Jones said that the first public service announcements produced by the group will be aired in the next month or so. He called attention to the Web site <http://www.dtvanswers.com>. He encouraged feedback on the ongoing work of this group and, in particular, he encouraged committee members to provide suggestions regarding how the ATSC public Web site might support these efforts.

10. ADVANCED EMERGENCY ALERTING

Chair Jones reminded the committee of the assigned task to investigate the implications of advanced EAS for reception by consumers. He noted this activity has not been initiated pending additional input from the ATSC Board of Directors. Mr. Richer gave additional background on the situation. He said that in the original NWIP approved by the Board last year, TSG was

¹ On September 24 Mr. Johnson indicated that his workload would permit him to continue as PC-4 Chair, with Mr. Husak serving as Vice-Chair.

directed to develop a method of carrying private data. TSG/S13 attempted to complete this task, but the work was shelved pending clarification of certain issues from the appropriate government agencies. The second element of the NWIP involved consumer aspects of advanced EAS services, which were referred back to PC for further study.

Mr. Richer said that in a follow-up meeting with representatives from FEMA and other parties he was told that the Federal Government feels no standardization work on the part of ATSC is needed at this time.

10.1 EAS+ Presentation

Chair Jones called attention to a posting from Frank Bell on September 4 regarding advanced EAS capabilities, which included three documents (**ATTACHMENT 5**). Mr. Bell, who works for Ascent Media, joined the PC reflector, with the permission of the ATSC President, as a private individual with an interest in various DTV issues. Chair Jones said Mr. Bell is not representing an ATSC member company, adding that his September 4 posting, which included a draft Standard and Recommended Practice for carriage of advanced emergency alerting signals, was unsolicited and does not follow usual ATSC procedures. Chair Jones said he has made Mr. Bell aware of this, and the requirement for a New Work Item Proposal for any new ATSC work, including support from at least five member companies.

Given the effort that Mr. Bell has put into preparing his draft EAS documents, Chair Jones said he will allow time for Mr. Bell to present his EAS proposal at this meeting. He observed there has been considerable discussion regarding this posting on the PC reflector.

Mr. Bell provided an overview of his advanced EAS proposal, "EAS+" (**ATTACHMENT 7**). He called attention to two related documents:

- "EAS+ as a Complement of CAP²" (**ATTACHMENT 8**).
- A draft NWIP, "ATSC Standard for Advanced Emergency Alert System" (**ATTACHMENT 9**). As currently envisioned, there would be three annexes to this NWIP: 1) a "pre-draft" Standard, 2) a "pre-draft" Recommended Practice, and 3) a Visio flowchart for a latitude and longitude algorithm that is National Weather Service (NWS) compatible but also has forward error correction.

Questions on Mr. Bell's proposal were offered by several committee members. Wayne Luplow (Zenith) asked for clarification from Mr. Bell on his interest in the EAS proposal, which he said would help the committee understand his position. Mr. Bell said he simply has a personal interest in EAS and wants to see a better emergency service for consumers. Jay Adrick (Harris) noted that elements of Mr. Bell's proposal have already been addressed by CAP.

Mr. Richer reminded Mr. Bell of the need for support from at least five member companies to move an NWIP forward. He said this is likely to be an uphill battle, given the background of EAS in the U.S. Chair Jones expressed his believe that with regard to EAS, the ship has sailed; CAP is the reality today and it will be very difficult to change. As such, he thanked Mr. Bell for his presentation, but was not able to hold out hope of the proposal moving forward at the present time.

Mr. Allison suggested that anyone interested in working with Mr. Bell on the EAS project contact Chair Jones, who can put the appropriate parties together. Chair Jones agreed.

11. LIAISON

² Common Alerting Protocol

11.1 ATSC Technology and Standards Group

Jerry Whitaker (ATSC), Secretary of TSG, highlighted major actions at the TSG meeting held earlier in the day, specifically:

- An Amendment to A/76A, “Programming Metadata Communication Protocol,” was approved and will be sent to a ballot of the full ATSC membership. The amendment addresses file naming conventions.
- A letter ballot on CS/TSG-696r2, “Candidate Standard: ATSC Automatic Transmitter Power Control Data Return Link Standard,” was authorized as Proposed Standard.
- A letter ballot on CS/TSG-744r1, “Amendment 1 to A/53 Part 4,” was authorized as Proposed Standard.
- A letter ballot on a Corrigendum to A/110A, “Synchronization Standard for Distributed Transmission,” was authorized as a Proposed Standard. The Corrigendum clarifies text and corrects non-substantive items.
- A letter ballot on TSG-761r0, “Working Draft Amendment to A/74,” was authorized as a Proposed Recommended Practice. The Amendment clarifies text relating to phase noise performance.

The next meeting of TSG is scheduled for November 29 in the Los Angeles area.

11.2 SMPTE S.22

Chris Lennon (Harris) updated the committee on work within S22-10, the SMPTE Data Exchange Working Group (**ATTACHMENT 10**). He said ballot issues have been resolved, and the committee is preparing to hand over the document and schema to S22 for a four-week review. He said the committee is hoping for elevation to Draft Publication following this review.

11.3 Other

Ira Goldstone (Tribune) pointed out there is a whole range of issues that may come up with regard to the February 2009 deadline. He said there may be areas where work is needed to fill-in gaps between existing standards. Chair Jones said it would be worthwhile exploring this in more detail. He asked Mr. Goldstone to provide input on potential issues for further consideration. Mr. Waddell said the greatest challenge is education since standards already exist that address all conceivable issues. With regard to education, Mr. Richer pointed out there are two very good ways to get information to the industry, namely the *NAB TV TechCheck* newsletter and the *ATSC Standard* newsletter.

Chair Jones said the PC stands ready to analyze outstanding issues and identify where work is needed in different parts of the broadcast chain, where responsibility lies, and what action ATSC might take.

12. ACTION ITEM REVIEW

The following action items were developed at today’s meeting.

- 1) Chair Jones to post a note to the “admin” reflector calling for participation in the PC-4 AHG.
- 2) PC members to provide input on DTV consumer education items for the ATSC web site.
- 3) Chair Jones to provide contact information for Frank Bell to interested PC members.
- 4) Ira Goldstone to provide input on potential issues regarding gaps among existing standards for different parts of the broadcast chain.

13. NEXT MEETING

The next meeting of the ATSC Planning Committee is set for November 29 in the Los Angeles area. Chair Jones said that a venue is being sought.

14. ADJOURNMENT

There being no further business before the committee, the meeting was adjourned at 3:00 p.m. EDT.

ATTACHMENT 1. Attendance List

Alticast	Thomas Jung
Ascent Media (observer)	Frank Bell
ATSC	Jerry Whitaker, Mark Richer
Building B	Garry Paxinos*
CEA	Brian Markwalter
Coherent Logix	Michael Doerr
Cox Broadcasting	Sterling Davis
Delphi	Todd Brandenburg
Dolby	Walt Husak
DTS	Patrick Watson, Phillip Maness, Bill Zou
ETRI	Sung-Hoon Kim
Harmonic	Patrick Waddell
Harris	Chris Lennon, Jay Adrick, Joe Seccia
Hitachi	John Henderson
Ion Media	Dan Borowicz, Brett Jenkins
Kodak	Mark Henry*
Micronas	Richard Citta
MobiTV (rep)	Steve Smith
NAB	Art Allison, Graham Jones
NBC Universal	Glenn Reitmeier, Mindy Lauck
Panasonic	Peter Fannon
PBS	James Kutzner
Philips	Mark Laramie
Pioneer	Adam Goldberg, Rich Annibaldi
Samsung	C. B. Patel (consultant), John Godfrey, Joonsoo Kim
Sanyo	Glenn Rockland
Sharp	Craig Tanner, Tadashi Hotoyama
Spectra Rep	Ed Czarnecki
Sony	Mark Eyer
TANDBERG Television	Matthew Goldman*
Tribune	S. Merrill Weiss (MWG), Ira Goldstone*
Triveni Digital	Rich Chernock
Zenith	Wayne Luplow, Wayne Bretl

* Participated by telephone.

ATTACHMENT 2. PC-150r1, Draft Agenda

http://www.atscmembers.org/sg/AS/2007_09_20_Meeting/PC-150r1-Draft-Agenda-2007-09-20.doc

ATTACHMENT 3. PC-148r1, Draft Minutes of May 16 Meeting

http://www.atscmembers.org/sg/AS/2007_09_20_Meeting/PC-148r1-Minutes-2007-05-16.doc

ATTACHMENT 4. ACAP Project Status Report

http://www.atscmembers.org/sg/AS/2007_09_20_Meeting/ACAP-Field-Trial-Status-2007-09.ppt

ATTACHMENT 5. PC-4 AHG Draft Scope

http://www.atscmembers.org/sg/AS/2007_09_20_Meeting/PC4-001_Scope_draft_r1.doc

ATTACHMENT 6. EAS-Related Documents Posted by Frank Bell on September 4

http://www.atscmembers.org/sg/AS/2007_09_20_Meeting/EAS-RP.DOC

http://www.atscmembers.org/sg/AS/2007_09_20_Meeting/EAS-ST.DOC

http://www.atscmembers.org/sg/AS/2007_09_20_Meeting/LATLON2.vsd

ATTACHMENT 7. Frank Bell EAS Presentation

http://www.atscmembers.org/sg/AS/2007_09_20_Meeting/EAS+%20as%20a%20Complement%20of%20CAP.ppt

ATTACHMENT 8. EAS+ with CAP

http://www.atscmembers.org/sg/AS/2007_09_20_Meeting/EAS+.doc

ATTACHMENT 9. Draft NWIP on EAS+

http://www.atscmembers.org/sg/AS/2007_09_20_Meeting/EAS-NWIP.doc

ATTACHMENT 10. SMPTE S22 Status Report

http://www.atscmembers.org/sg/AS/2007_09_20_Meeting/Sept%202007%20S22-10%20Update.ppt