

**Minutes:
ATSC Planning Committee**

29 November 2007, 2:00 p.m. until 4:30 p.m. PST
ABC Building, 2300 Riverside Drive, Burbank, CA 91506

1. WELCOME AND INTRODUCTIONS

Chair Graham Jones (NAB) called the meeting to order at 2:00 p.m. PST at the Disney/ABC headquarters in Burbank, CA. 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 November 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 September 20 meeting, posted to the PC reflector on November 15 (**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 post a note to the "admin" reflector calling for participation in the PC-4 AHG.
Completed.
- 2) PC members to provide input on DTV consumer education items for the ATSC web site.
Ongoing.
- 3) Chair Jones to provide contact information for Frank Bell to interested PC members.
Completed.
- 4) Ira Goldstone to provide input on potential issues regarding gaps among existing standards for different parts of the broadcast chain.
Completed.

5. CHAIRMAN'S OPENING REMARKS

Chair Jones thanked Disney/ABC for hosting today's meeting, and making their excellent facilities available to ATSC.

6. COMMENTS FROM THE ATSC PRESIDENT

Mark Richer (ATSC) noted that immediately following the meeting, ATSC will host a reception to honor and thank Bill Miller (SMPTE) for his three years of service as TSG Chair.

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 at some point in the future. He asked that anyone interested in leading this group contact him. Chair Jones outlined the current status of the ACAP project.

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 said that the PC-4 AHG has made progress on developing a list of features and capabilities that might be grouped to form ATSC 2.0. Jeff Johnson (Gannet) updated the committee on the progress of the group (**ATTACHMENT 4**). He said ATSC 2.0 is defined in the Strategic Plan as complete suite of “Next Generation” services for the conventional fixed DTV receiver viewing environment. It is assumed that 2.0 will be, for the most part, comprised of normative references to other standards. He identified the following as a list of standards and technologies that are being considered for inclusion in ATSC 2.0:

- Non-real-time
- Interactive (A/101 ACAP)
- Advanced video codecs
- Advanced audio codecs
- Reception enhancements
- ATSC-M/H (could appear in small window on screen of fixed receivers)
- AFD and bar data
- Metadata to support up-conversion 1080P@60
- Sensory control information
- Software download (A/97)
- Conditional access
- Digital rights management
- 3-D television

Mr. Johnson called attention to a poll of PC-4 members to get a sense of topic importance (**ATTACHMENT 5**). He said the poll began with the Strategic Plan list and added additional topics suggested by PC-4 members.

Mr. Johnson identified the following points for discussion for today:

- General input and feedback from the group.
- Identify which features should be required, and which should be optional.
- Solicit input from senior network, group, and station managers.
- Solicit input from senior CE manufacturing management.
- Discuss how the recommendations should be presented to the Board in February. Should it be a report? Are there elements that require an NWIP?

Discussion followed on the receiver element of an ATSC 2.0 system. Mr. Richer pointed out that CEA would be the appropriate organization to consider receiver issues. John Henderson (CEA) said it would be premature to address, up front, the capabilities of an ATSC 2.0 receiver. Jeff Krauss (NCTA) said the committee should consider the concept of “Profiles,” adding that the committee should not focus on “mandatory” elements. Jim Kutzner (PBS) said there are certain features (e.g., AFD and bar data) that should be mandatory for an ATSC 2.0 system; other features could be optional at the discretion of the implementer. Art Allison (NAB) said the services provided by broadcasters and the capabilities of receivers need to match; as such, he argued that receiver manufacturers need to agree to some minimum feature set.

Chair Jones went through the poll results and the committee discussed the elements in detail. Among the ideas offered:

- PC-4 might want to revisit the ranking for 3-D, which members pointed out has already gained some market awareness.
- A wider distribution of the poll—either the entire Planning Committee, or the ATSC membership as a whole—would be helpful in developing a refined feature set.
- A declarative environment for interactive services (something less complex than ACAP) could be useful.
- A transition plan needs to be developed, including a plan for rolling out services.

Mr. Richer suggested distributing a revised poll document, including narrative text, to all ATSC participants (the “admin” list). Chair Jones agreed. He took an action item to post a note to the PC reflector asking for volunteers to write short narrative descriptions of potential ATSC 2.0 features for inclusion in an updated poll document.

7.3 Industry Education and Training

Jerry Whitaker (ATSC) reported that ATSC is organizing a one-half day seminar on audio issues. The event will be held at the Rancho Las Palmas Resort in Rancho Mirage, CA. This seminar is being held in conjunction with the 2008 Hollywood Post Alliance Technology Retreat. A tentative schedule of papers for the ATSC event is given in **ATTACHMENT 6**.

Mr. Whitaker said that ATSC will be participating in an IEEE BTS seminar on ATSC-M/H to be held at the NAB 2008 convention. He added that several ATSC-related presentations were given since the last PC meeting, including the following:

- Iowa DTV Symposium
- Marlborough SBE Ennes Workshop
- Indiana Broadcasters Association

Mr. Whitaker said 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

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

7.4 International Participation

Wayne Luplow (Zenith) reported on activities relating to international involvement in the Planning Committee. He said most of the issues on the table have now been overtaken by events. Chair Jones said he will advise Mr. Luplow if any new issues are identified.

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. END TO END BROADCAST CHAIN STANDARDS AND GUIDELINES ISSUES

Chair Jones reminded the group that Ira Goldstone (Tribune) suggested at the last meeting there is a whole range of issues that may come up with regard to the February 2009 deadline. Specifically, 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 (**ATTACHMENT 7**). He said the list of issues is by no means complete, and the concerns on implementation and gaps in standards and guidelines need to be identified, together with proposals for rectification.

Mr. Goldstone said his goal in developing the document was to examine whether elements involved in the end-to-end process of producing, transmitting, and receiving DTV signals were fully addressed by industry standards and RPs. He went on to review specific issues identified in the document. Among the points made by Mr. Goldstone and committee members were:

- Many of the problems outlined in the document are addressed with existing standards; however, because implementations vary, it might be useful to develop one or more RPs.
- Where the necessary standards already exist, industry education is an important element in addressing real-world implementation issues. Possible methods include trade magazine articles and seminar presentations.
- A process similar to the “top down” work done in the Implementation Subcommittee some years ago would be valuable.
- A series of brief White Papers could be useful in addressing some of the issues identified.
- A column in the document explaining what the problem is would be useful, as would a column with a proposed solution to the problem.

Chair Jones took an action item to update the document based on today’s discussion and post it to the PC reflector seeking input. He encouraged comments via the reflector.

10. DTV EDUCATION FOR CONSUMERS

Mr. Richer reminded the committee that ATSC is a member of 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 might take advantage of for improving the consumer-related information currently on the ATSC Web site. He said ATSC may also provide input to other members of the organization.

Mr. Whitaker said the ATSC staff is planning to include links from the public web site to the DTV Transition Coalition and other appropriate Web resources. He said this should be implemented within the next couple of weeks.

11. LIAISON

11.1 SMPTE S.22

Chris Lennon (Harris) updated the committee on work within S22-10, the SMPTE Data Exchange Working Group. He said the document is nearing completion within S22.

11.2 SBE

Chair Jones called attention to work within SBE relating to Advanced EAS, information on which was posted to the PC reflector earlier in the day (see http://www.sbe.org/pub_sc.php and http://www.sbe.org/gov_eas.php).

11.3 AFD Bar Data Survey

Mr. Waddell suggested that the PC conduct a survey of the content production community about their plans to help advise the cable community and CE community regarding the rollout of AFD and bar data. Chair Jones took an action item to draft the request for information.

12. ACTION ITEM REVIEW

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

- 1) Jeff Johnson and Chair Jones to post a note to the PC reflector asking for contributors to write descriptive text for one or more potential ATSC 2.0 features to be included in an updated poll document.
- 2) Jeff Johnson and Chair Jones to work with ATSC staff to distribute a revised ATSC 2.0 poll, including narrative text, to all ATSC participants (the "admin" list).
- 3) Chair Jones to update the end-to-end issues document based on today's discussion and post it to the PC reflector seeking input.
- 4) Chair Jones to draft a request for information with regard to implementation plans for AFD and bar data.

13. NEXT MEETING

The next meeting of the ATSC Planning Committee is set for February 5.

14. ADJOURNMENT

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

ATTACHMENT 1. Attendance List

ABC	Bill Miller
ATSC	Jerry Whitaker, Mark Richer
Broadcom	Randall Perlow
Building B	Garry Paxinos
CBS	Richard Streeter
CEA	John Henderson*
Cox Broadcasting	Sterling Davis
DirecTV	Bob Plummer
Dolby	Walt Husak
DTS	Bill Zou, Phil Maness
Gannett	Jeff Johnson
Harmonic	Pat Waddell
Harris	Chris Lennon, Jay Adrick
Microsoft	Patrick Griffis
Mitsubishi	Wang He Lou
MSTV	Victor Tawil
UPN	Charles Einolf
NAB	Graham Jones Art Allison
NCTA	Jeffrey Krauss
Tribune	Ira Goldstone , S. Merrill Weiss
Panasonic	Peter Fannon
PBS	James Kutzner
Philips	Mark Laramie, Martin Freeman
Pioneer	Adam Goldberg, Rich Annibaldi
Samsung	C.B. Patel
Sanyo	Glenn Rockland
Sarnoff	Hans Baumgartner
Sharp	Craig Tanner
Sigma Designs	Aki Kaniel
Sony	Robert Blanchard
Techwell	Paul Snopko
Zenith	Wayne Bretl, Wayne Luplow
Notes:	* participated by telephone

ATTACHMENT 2. PC-158r2, Draft Agenda

http://www.atscmembers.org/sg/AS/2007_11_29_Meeting/PC-158r2-Draft-Agenda-2007-11-29.doc

ATTACHMENT 3. PC-151r2, Draft Minutes of September 20 Meeting

http://www.atscmembers.org/sg/AS/2007_11_29_Meeting/PC-151r2-Minutes-2007-09-20.doc

ATTACHMENT 4. PC-4, ATSC 2.0 Status Report

http://www.atscmembers.org/sg/AS/2007_11_29_Meeting/ATSC%202%200%20%20v1nov%2029.ppt

ATTACHMENT 5. PC-4 Poll Summary

http://www.atscmembers.org/sg/AS/2007_11_29_Meeting/PC-4%20Poll%20Summary.xls

ATTACHMENT 6. Audio Summit Program Grid (Tentative)

http://www.atscmembers.org/sg/AS/2007_11_29_Meeting/Tech%20Retreat%202008%20Program-rev-5.doc

ATTACHMENT 7. Broadcast Chain Issues

http://www.atscmembers.org/sg/AS/2007_11_29_Meeting/Broadcast%20chain%20issues.doc