

## **Minutes: ATSC Planning Committee**

5 February 2008, 2:00 p.m. until 5:30 p.m. EST  
NAB, 1770 N Street, NW, Washington, DC

### **1. WELCOME AND INTRODUCTIONS**

Chair Graham Jones (NAB) called the meeting to order at 2:00 p.m. EST at the headquarters of the National Association of Broadcasters in Washington, DC. 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 called attention to the draft agenda, posted to the PC reflector on 25 January 2008, with an update posted on 30 January 2008 (**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 called attention to the draft Minutes of the 29 November 2007 meeting, posted to the PC reflector on 26 January 2008 (**ATTACHMENT 3**). Jerry Whitaker (ATSC), PC Secretary, reported one correction to the attendance list. No further changes were requested and the draft Minutes were 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.

- 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.  
*Closed.* On agenda.
- 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).  
*Carried forward.*
- 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.  
*Completed.* This task was undertaken by Pat Waddell (Harmonic):  
[http://www.atscmembers.org/sg/AS/2008\\_02\\_05\\_Meeting/Broadcast%20chain%20issues-pw.doc](http://www.atscmembers.org/sg/AS/2008_02_05_Meeting/Broadcast%20chain%20issues-pw.doc)
- 4) Chair Jones to draft a request for information with regard to implementation plans for AFD and bar data.  
*Completed.* On agenda.

### **5. CHAIRMAN’S REMARKS**

Chair Jones reported that the ATSC Board of Directors has approved goals for 2008. He briefly reviewed the goals relating to the Planning Committee. Glenn Reitmeier (NBC Universal), Chair of the ATSC Board, said a central theme of the goals for this year is increased communication among PC, TSG, and the Board.

Chair Jones said a copy of the 2008 ATSC goals will be posted to the PC reflector later this week. In summary:

**Major Planning Committee Goals:**

- Prioritize work in accordance with the Strategic Plan items, as directed by the Board
- Generate New Work Item Proposals as appropriate  
For major projects, include a high-level of detail, such as done for NRT and M/H
- Facilitate awareness, participation, and implementation of approved and emerging standards
- Coordinate demonstrations or field trials  
ACAP  
NRT  
ATSC-M/H (liaison with OMVC)

**Operational PC Goals:**

- Focus on commercial opportunities and requirements, less on technical requirements
- Take actions to broaden contribution from business, service, and product planners
- Expand participation of non-traditional ATSC-related industries
- Consider technical issues to the extent that underlying technologies, system architecture, or the structure of standards is important to the ease or economy of implementation and/or critical to the business case
- Engage in greater dialog with TSG
- Provide specialist groups with information as market requirements evolve  
Articulate the vision/opportunities  
Business case  
Respond to requests
- Consider meeting frequency, style, and time between meetings to optimize effectiveness
- Articulate the benefits of work items to help build consensus

**6. COMMENTS FROM THE ATSC PRESIDENT**

Mark Richer (ATSC) was unable to attend today's meeting. Mr. Whitaker noted the following items:

- A contract has been signed with a vendor for an online balloting/enterprise management system. Implementation planning is currently underway, with the goal of having the system up and running before the end of March. The vendor is Kavi, which is used by SMPTE and other standards developing organizations.
- Planning continues for the DTV Hot Spot at NAB 2008 in Las Vegas. Companies interested in securing demo space and participating in the event should contact Lindsay Sheldon-Gross as soon as possible.
- Registration is now open for the ATSC Annual Meeting and 25th Anniversary observance. The event will be held on May 8 at the Ritz-Carlton Hotel in Pentagon City; for more information see [http://www.atsc.org/seminars/am2008/AM2008\\_main.html](http://www.atsc.org/seminars/am2008/AM2008_main.html). Sponsorship opportunities exist; contact Lindsay for more information.

**7. REPORTS FROM PC AD-HOC GROUPS**

7.1 ACAP Demonstration/Field Trials Project

Chair Jones said there is no change in the status of the ACAP field trial project. He said the effort is essentially on hold pending the cable industry rollout of OCAP.

## 7.2 Industry Education and Training

Mr. Whitaker noted that ATSC is organizing a one-half day seminar on audio issues. The event, on 19 February 2008 at the Rancho Las Palmas Resort near Palm Springs, is being held in conjunction with the annual Hollywood Post Alliance Technology Retreat. A tentative schedule of papers for the ATSC event is given in **ATTACHMENT 4**. Presentations are planned on a variety of topics, followed by two panel discussions and equipment demonstrations. Registration information can be found on the ATSC Web site.

Mr. Whitaker reported that ATSC will be participating in the IEEE Broadband Multimedia Symposium, scheduled for 31 March 2008 in Las Vegas, and the NAB Broadcast Engineering Conference in April.

In addition to seminars, recent education and training efforts have focused on developing magazine articles for broadcast industry trade publications, including:

- *SBE Signal* newsletter
- *IEEE BTS Newsletter*
- *TV Technology* magazine

Mr. Whitaker called attention to the PSIP Web site, <http://www.psip.org>. He said that at some point in the near future a serious update is needed for this site, suggesting that perhaps it could be expanded in scope to become part of a larger PC educational effort.

## 7.3 International Participation

Wayne Luplow (Zenith) said there was no new information to report. He suggested that, going forward, this item might be dropped from the PC agenda until there are new developments. Chair Jones agreed.

## 8. PC-4, ATSC 2.0 STRAWMAN

Chair Jones reported that the PC-4 AHG has made considerable progress on developing a list of features and capabilities that might be grouped to form ATSC 2.0. Jeff Johnson (Gannet) called attention to a draft document that provides text descriptions of each of the items that have been proposed to possibly include in ATSC 2.0, or perhaps ATSC 3.0 (**ATTACHMENT 5**). He also called attention to the associated strawman poll sheet, as discussed at the last PC meeting (**ATTACHMENT 6**). The Feature Set description document is based largely on input provided by PC-4 and other contributors (listed at the end of the document). He acknowledged that some explanations may be incomplete and, in some cases, more than one explanation has been submitted, and these need to be consolidated.

Chair Jones said that, as agreed at the last PC meeting, the approved versions of these documents will be sent via the “admin” reflector to all ATSC participants for comment and input. Given the extensive text provided for many of the descriptions, it has been decided to keep the narrative document separate from the poll sheet. He said the feature set descriptions may also form the basis for part of the New Work Item Proposal to be prepared for consideration by the ATSC Board.

Mr. Johnson went through the Feature Set document, point-by-point, to solicit feedback from PC members. He took an action item to integrate the changes agreed to at the meeting and convene the PC-4 AHG to produce an output document. The edited document, reflecting the discussion, is given in **ATTACHMENT 7**.

Additional discussion focused on what constitutes “ATSC 2.0”, with a variety of views offered by members. Robert Rast (Tsar Digital) said PC needs to resolve this question before the poll goes out so that respondents know what they are “voting” for. Art Allison (NAB) said he believes the existing language (from the Strategic Plan) is clear on this point: a “Complete suite

of next generation services for the conventional fixed DTV receiver viewing environment.” John Henderson (CEA) said the “conditional-mandatory” approach to ATSC 2.0 might provide a path forward and resolve some of the differing views on this subject. He cautioned that, to require the whole package of services to be available might ultimately make those services less likely to be deployed. Chair Jones acknowledged that additional work is needed on this question. He asked PC-4 to take into consideration the discussion at today’s meeting and adjust the text as needed.

Because of time constraints, Chair Jones found it necessary to close the discussion before the committee had completed going through the entire Feature Set document. He asked Mr. Johnson to pick up the work in the PC-4 AHG and keep PC members updated on the document, including asking for input from committee members via the reflector.

## **9. GUIDELINES FOR DISTRIBUTION OF ATSC SIGNALS FOR SD VIEWERS**

Chair Jones called attention to a document submitted by NBC Universal and Tribune for consideration by the PC (**ATTACHMENT 8**). He noted that the document is still a preliminary draft and is not for public distribution. Mr. Goldstone said that Tribune has been working in cooperation with NBC, Fox, and other groups to develop a set of guidelines that MVPD providers could reference in configuring their facilities to support distribution of down-converted ATSC signals for (analog NTSC and) SD viewers. He said the document includes input from a number of broadcast groups.

Chair Jones noted proposed edits to the document provided by Mr. Waddell prior to the meeting (**ATTACHMENT 9**). Sterling Davis (Cox Broadcasting) said the first question is what the PC plans to do with this document. Mr. Henderson said it could become a Recommended Practice if the PC and the authors want to go in that direction. He observed that, even with an accelerated process, this would take several months to complete. Mr. Davis said there is urgency to this project, since MSTV is set to consider it on 7 February 2008. Chair Jones suggested that the committee go through the document now and make whatever edits are possible, given the time constraints. The committee agreed.

The committee worked through the document, one section at a time, and made changes as necessary (**ATTACHMENT 10**). Mr. Waddell took an action item to post a revision of the document that includes the changes discussed at today’s meeting.

The committee agreed to release the revised Distribution Guidelines document, as a draft report, to MSTV and other organizations—as appropriate—as liaison<sup>1</sup>. Chair Jones said he will brief TSG at its meeting tomorrow on the actions taken by the PC on this matter. Furthermore, he will report to TSG that a New Work Item Proposal for a Recommended Practice, using the Distribution Guidelines as a starting point, could be expected in the near future.

## **10. AFD REQUEST FOR INFORMATION**

Chair Jones called attention to a draft PC survey of AFD and bar data implementation intentions (**ATTACHMENT 12**). Mr. Waddell outlined the need for the survey, and the information that he hoped would be gained from the effort. He said the survey could result in a report from PC that outlines the expected rollout of AFD and bar data, the hope being that it will encourage deployment of AFD.

Chair Jones observed the consensus of the committee to move forward with the survey. Vice-Chair Kutzner volunteered to work with Chair Jones to develop an appropriate distribution list for the survey.

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<sup>1</sup> On 7 February 2008 Chair Jones delivered the document to Mr. Davis, Chair of the MSTV Engineering Committee (**ATTACHMENT 11**). This version reflects changes made by PC and TSG on 6 February 2008.

**11. LIAISON****11.1 SMPTE S.22**

Chris Lennon (Harris) provided an update on the SMPTE S22 Data Exchange Working Group (**ATTACHMENT 13**). In his report, he noted that the consensus vote within S22 on elevation of the BXF document to DP ended 31 January 2008. Completion of the project is expected soon.

**12. ACTION ITEMS REVIEW**

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

- 1) Jeff Johnson to integrate the changes agreed to during today's meeting in the narrative PC 2.0 document, to solicit input from the PC—encouraging edits and contribution via reflector postings—and to convene PC-4 to produce an output document for consideration by the full committee.
- 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). [2007-11-29]
- 3) Pat Waddell to produce an updated version of the Distribution Guidelines document based on today's discussion, and post to the PC reflector.
- 4) Chair Jones to release the revised Distribution Guidelines document, as a draft report, to MSTV and other organizations—as appropriate—as liaison.
- 5) Chair Jones to report to TSG the expectation of a New Work Item Proposal for a Recommended Practice using the Distribution Guidelines document as a starting point.
- 6) Vice-Chair Kutzner to work with Chair Jones to develop an appropriate distribution list for the AFD and bar data survey.

**13. NEXT MEETING**

The next meeting of the ATSC Planning Committee is scheduled for 7 May 2008.

**14. ADJOURNMENT**

There being no further business, the meeting was adjourned at 5:30 p.m. EST.

**ATTACHMENT 1. Attendance List**


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ATSC	Jerry Whitaker
CBC	Guy Bouchard*
CEA	Brian Markwalter, John Henderson
Coherent Logix	Kevin Shelby, Michael Doerr
Cox Broadcasting	Dave Siegler, Sterling Davis
Dolby	Walt Husak
DTS	Bill Zou, Phil Maness
Gannett	Jeff Johnson
Harmonic	Pat Waddell
Mitsubishi	Wang He Lou*
NAB	Graham Jones, Art Allison
NBC Universal	Glenn Reitmeier, James Patterson Mindy Lauck
Nielsen	Mike Dolan*
MWG/Tribune	S. Merrill Weiss
Panasonic	Paul Schomburg, Peter Fannon*
PBS	James Kutzner
Philips	Mark Laramie*, Glenn Adler*
Pioneer	Rich Annibaldi
Samsung	C. B. Patel
Sanyo	Glenn Rockland
TANDBERG TV	Matthew Goldman*
Techwell	Paul Snopko
Tribune	Ira Goldstone*
Triveni	Rich Chernock
Tsar Digital	Bob Rast
Zenith	Wayne Luplow

\* Participated by telephone

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**ATTACHMENT 2. PC-160r1, Draft Agenda**

[http://www.atscmembers.org/sg/AS/2008\\_02\\_05\\_Meeting/PC-160r1-Draft-Agenda-2008-02-05.doc](http://www.atscmembers.org/sg/AS/2008_02_05_Meeting/PC-160r1-Draft-Agenda-2008-02-05.doc)

**ATTACHMENT 3. PC-159r2, Draft Minutes of 29 November 2007 Meeting**

[http://www.atscmembers.org/sg/AS/2008\\_02\\_05\\_Meeting/PC-159r2-Minutes-2007-11-29.doc](http://www.atscmembers.org/sg/AS/2008_02_05_Meeting/PC-159r2-Minutes-2007-11-29.doc)

**ATTACHMENT 4.** ATSC Audio Summit Program

[http://www.atscmembers.org/sg/AS/2008\\_02\\_05\\_Meeting/PC-165r0-Tech-Retreat-2008-Program.doc](http://www.atscmembers.org/sg/AS/2008_02_05_Meeting/PC-165r0-Tech-Retreat-2008-Program.doc)

**ATTACHMENT 5.** PC-166r0, ATSC 2.0 Feature Set Descriptions

[http://www.atscmembers.org/sg/AS/2008\\_02\\_05\\_Meeting/PC-166r0-ATSC-2-Capabilities.doc](http://www.atscmembers.org/sg/AS/2008_02_05_Meeting/PC-166r0-ATSC-2-Capabilities.doc)

**ATTACHMENT 6.** PC-167r0, ATSC 2.0 Feature Set Straw Poll

[http://www.atscmembers.org/sg/AS/2008\\_02\\_05\\_Meeting/PC-167r0-PC-4-Poll.doc](http://www.atscmembers.org/sg/AS/2008_02_05_Meeting/PC-167r0-PC-4-Poll.doc)

**ATTACHMENT 7.** PC166r1, ATSC 2.0 Feature Set Redline

[http://www.atscmembers.org/sg/AS/2008\\_02\\_05\\_Meeting/PC-166r1-ATSC-2-Capabilities-Redline.doc](http://www.atscmembers.org/sg/AS/2008_02_05_Meeting/PC-166r1-ATSC-2-Capabilities-Redline.doc)

**ATTACHMENT 8.** PC-164r0, ATSC Distribution Guidelines Draft, as submitted to PC

[http://www.atscmembers.org/sg/AS/2008\\_02\\_05\\_Meeting/PC-164r0-ATSC-Distribution-Guidelines.doc](http://www.atscmembers.org/sg/AS/2008_02_05_Meeting/PC-164r0-ATSC-Distribution-Guidelines.doc)

**ATTACHMENT 9.** PC-164r1, ATSC Distribution Guidelines Draft, edited by P. Waddell

[http://www.atscmembers.org/sg/AS/2008\\_02\\_05\\_Meeting/PC-164r1-ATSC-Distribution-Guidelines-PW.doc](http://www.atscmembers.org/sg/AS/2008_02_05_Meeting/PC-164r1-ATSC-Distribution-Guidelines-PW.doc)

**ATTACHMENT 10.** PC-164r2, ATSC Distribution Guidelines Draft, PC Redline

[http://www.atscmembers.org/sg/AS/2008\\_02\\_05\\_Meeting/PC-164r2-ATSC-Distribution-Guidelines-PC-redline.doc](http://www.atscmembers.org/sg/AS/2008_02_05_Meeting/PC-164r2-ATSC-Distribution-Guidelines-PC-redline.doc)

**ATTACHMENT 11.** PC-164r4, ATSC Distribution Guidelines Draft, as revised by PC and TSG

[http://www.atscmembers.org/sg/AS/2008\\_02\\_05\\_Meeting/PC-164r4-ATSC-Distribution-Guidelines-as-Revised-by-PC-TSG.doc](http://www.atscmembers.org/sg/AS/2008_02_05_Meeting/PC-164r4-ATSC-Distribution-Guidelines-as-Revised-by-PC-TSG.doc)

**ATTACHMENT 12.** PC-168r0, AFD Implementation Issues Survey

[http://www.atscmembers.org/sg/AS/2008\\_02\\_05\\_Meeting/PC-168r0-AFD-Implementation-Survey.doc](http://www.atscmembers.org/sg/AS/2008_02_05_Meeting/PC-168r0-AFD-Implementation-Survey.doc)

**ATTACHMENT 13.** S22-10 WG Status Report

[http://www.atscmembers.org/sg/AS/2008\\_02\\_05\\_Meeting/Feb%202008%20S22-10%20Update.ppt](http://www.atscmembers.org/sg/AS/2008_02_05_Meeting/Feb%202008%20S22-10%20Update.ppt)