

Open Letter from Broadcasters in Support of Enhanced VSB

We, the undersigned broadcasters whose digital television signals cover the majority of U.S. households, strongly support Enhanced VSB (E-VSB) and urge its swift adoption. That is why we are taking this extra step of soliciting your support to add E-VSB as an optional transmission mode to the ATSC DTV Standard.

We care about digital television, local over-the-air television service, and our local viewers. E-VSB will give us needed flexibility to improve and expand local service. It speaks volumes that both NAB and MSTV – the nation’s leading broadcast trade associations – also have endorsed E-VSB (see attached resolutions unanimously approved by their boards of directors).

Four years ago we asked the ATSC to enhance the DTV standard to give broadcasters more flexibility and ways to further expand viewership for our wireless digital service. Various technology companies responded to our request by investing R&D resources in the effort. Broadcasters subsequently invested \$1 million to test the new systems under a variety of real-world conditions. E-VSB was the clear winner of that competitive test program.

Now, as the ATSC’s adoption process for the E-VSB standard is nearing completion, please consider that E-VSB provides a powerful *option* for digital television broadcasters. For the first time, we will be able to improve over-the-air coverage – wireless coverage – in homes and deliver new and specialized services to both traditional and non-traditional receivers. The benefits are clear: enhanced coverage, new services, cost efficiencies.

HDTV, the centerpiece application of the ATSC DTV Standard and major driver of the digital transition, is here to stay. Broadcasters are committed to delivering HDTV as well as other value-added services to our viewers. We need enhancements and flexibility in the ATSC DTV transmission standard to achieve these goals.

Enhanced VSB will provide that needed flexibility, strengthening the over-the-air broadcast service by improving and expanding broadcasters’ DTV service offerings, enabling new products for manufacturers, and creating new and exciting services for viewers.

Join us in this culmination of the standards-setting process by voting in favor of E-VSB. We welcome your support.

**Commercial Broadcasters
Supporting E-VSB Include:**

ABC Owned TV Stations
Bahakel Communications Television
Clear Channel Television
Cox Broadcasting
Deseret Management Corp
Dispatch Broadcast Group
Gannett Broadcast Group
Hubbard Television Group
Lin Television Corporation
Media General Broadcast Group
Meredith Broadcast Group
Morgan Murphy Stations
Paxson Communications, Inc.
Raycom Media Inc.
E.W. Scripps Company
Sinclair Broadcast Group Inc.
Tribune Broadcasting Company

Public Broadcasters Supporting E-VSB Include:

Ed Kennedy
Director, Engineering & Technology
WETA-TV/FM
Washington, DC

Mark G. Fehlig, P.E., CPBE, CBNT
Director of Engineering
Georgia Public Broadcasting
Atlanta, GA

Frank Kleinpeter
Director of Engineering
Louisiana Public Broadcasting
Baton Rouge, LA

L. W. (Hap) Griffin
VP - Engineering
SCETV
Columbia, SC

Wayne Estabrooks
Chief Engineer-Transmission
**University of NC Public
Television**
Research Triangle Park, NC

Cliff Anderson, CPBE
Director of Engineering
KCTS
Seattle, WA

William T. Hayes
Director of Engineering and
Technology
Iowa Public Television
Johnston, IA

Dave Felland
Director of Engineering and
Operations
Milwaukee Public Television

Kent Hatfield
Vice President, Technology and
Operations
WXXI
Rochester, NY

Bruce Jacobs
Chief Technologist
Twin Cities Public Television
Saint Paul, MN

Joe Widoff
President & CEO
WHRO
Norfolk, VA

Jim Ferguson
Senior Broadcast Engineer
WNPT
Nashville, TN

Tom Werner
Director of Technology and
Operations
**Southern Oregon Public
Television**
Medford, OR

Ralph Hogan
Assistant General Manager,
Engineering Services
Educational Telecommunications
and Technology
KWSU/KTNW
Washington State University
Pullman, WA

Martin E. Vodovoz,
TV Technical Manager,
KLVS/DT
Las Vegas, NV.

Ted Poe
DTV Chief Engineer
Idaho Public TV
Boise, ID

Frank Wolynski
VP Engineering
WEDU-TV
Florida West Coast Public
Broadcasting, Inc.
Tampa, FL

Brad Howard
Chief Engineer
WTIU/WFIU
Bloomington, IN

Dave McClintock
Director of Broadcast Operations
KPTS
Wichita, KS

Bob Hagg
Director of Engineering
KCPT
Kansas City, MO

John Long
Chief Engineer
KMOS
Central Missouri State University
Warrensburg, MO

Bob Wyatt
Engineering Service Manager
KSPS Public Television
Spokane, WA

RESOLUTION OF THE NAB TELEVISION BOARD OF DIRECTORS

WHEREAS, flexibility in the DTV transmission standard to provide new services and more robust reception is of interest to television broadcasters;

WHEREAS, the Advanced Television Systems Committee (ATSC) has coordinated a more than three-year standardization process for such a robust transmission mode, including evaluation of proposals, and laboratory and field tests of prototype systems;

WHEREAS, this standardization process has resulted in a single proposed standard called E-VSB that has passed the technical ballot phase of the ATSC industry standardization process and will be subjected to a full vote of the ATSC membership later this year;

WHEREAS, E-VSB allows broadcasters, at their option, to create a new more robust digital signal that coexists compatibly with their current digital signals;

WHEREAS, the E-VSB system allows broadcasters to decide, on a dynamic basis, how much data to transmit in the normal transmission mode and how much, if any, to transmit in the E-VSB robust transmission mode; and

WHEREAS, the E-VSB system is fully backward compatible with and does no harm to reception on existing DTV receivers;

THEREFORE BE IT RESOLVED, The NAB Television Board supports the standardization of E-VSB as an ATSC Standard and the subsequent grant of authority from the FCC to deploy this technology in the marketplace, and expresses enthusiasm for the new DTV receiving devices and broadcast services that may be facilitated by the technology's implementation.

June 11, 2003



MSTV BOARD OF DIRECTORS RESOLUTION ON ENHANCED VSB

“ The MSTV Board of Directors strongly urges members of the ATSC to approve modification of the ATSC 8-VSB standard to include the E-VSB standard as an optional feature, as well as the associated transport and codec modifications to the standard, including any Recommended Practices.”

April 18, 2004